



## EXPLORE GWINNETT WINS NATIONAL TRAVEL MEDIA AWARD

*Gwinnett County's Official Tourism Organization Honored by North American Travel Journalists Association (NATJA) with Gold Award for Visitor Magazine*

**Gwinnett County, GA. (March X, 2024)** – [Explore Gwinnett](#) today announced that it has earned a prestigious Gold Award as part of the 32<sup>nd</sup> Annual North American Travel Journalists Awards (NATJA) Competition in the visitors' guide (printed or digital) or website category. The destination marketing organization for Gwinnett County was recognized for the *Explore Gwinnett Magazine*, which it produces annually in partnership with *Atlanta Magazine* Custom Publishing.

The *Explore Gwinnett Magazine* is an annual publication highlighting the unique attributes and experiences that Metro Atlanta offers. The publication features a team of 11 contributors who work together to capture the essence of Gwinnett County's charm in compelling stories. Visitors can read the digital edition of the magazine [HERE](#).

"We take immense pride in our visitor magazine as it showcases the rich tapestry of experiences our vibrant destination has to offer," said Lisa Anders, executive director of Explore Gwinnett. "Each page is meticulously crafted, and it brings me great joy to see our team and our partners at *Atlanta Magazine* recognized for the unwavering dedication that went into producing this year's 87-page publication."



Each year, the NATJA Competition honors the best of the best in travel journalism, photography and destination marketing media. Judges for this year's competition included award-winning newspaper and magazine editors, as well as educators from across journalism disciplines. One first place (Gold) winner is chosen in each of the categories, along with second place (Silver), third place (Bronze), and Honorable Mentions.

"Submissions for this year's awards competition included a diverse group of journalists, publications, and destination marketing organizations from North America," noted NATJA CEO, Helen Hernandez. "Selection of the winners by our independent panel of judges was particularly difficult this year because of the outstanding quality and broad range of articles, images and marketing campaigns submitted for consideration. I wish to extend my congratulations to all the winners for their exceptional work in enhancing the travel experience of those exploring new destinations and adventures."

For more information on Explore Gwinnett, visit [ExploreGwinnett.org](https://www.exploreGwinnett.org). Stay up-to-date on the latest news by following [@ExploreGwinnett](https://www.instagram.com/ExploreGwinnett) on Instagram or [ExploreGwinnett](https://www.facebook.com/ExploreGwinnett) on Facebook.

For more information about NATJA or a complete list of award winners and honorable mentions, visit [www.natja.org](https://www.natja.org).

**About Explore Gwinnett:**

Explore Gwinnett serves as the official tourism organization of Gwinnett County, Georgia's second most populous county located just northeast of Atlanta. Explore Gwinnett works to increase economic impact and promote the county as a tourism destination by serving over 100 hotels and driving over \$1 billion in annual visitor expenditures. Gwinnett County offers award-winning dining ranging from authentic Asian fare to southern delights, an abundance of shopping, arts programming, outdoor activities and more. Locals and tourists alike can explore various culinary offerings with special Explore Gwinnett-produced events including Sippin' in the Suburbs Beer Tours, Seoul of the South<sup>®</sup> Korean Food Tours and Gwinnett Burger Week. Gwinnett County is a flourishing community for artists who benefit from the Explore Gwinnett-managed Gwinnett Creativity Fund. In addition to its booming tourism industry, Gwinnett County serves as a thriving production hub for the film/TV creative economy.

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