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Freelance Council members met for dinner in Smokey's at Adventures on the Gorge.

Photo by Rich Grant, SATW.



Media coverage for the SATW Freelance Council meeting included more than 80 articles, numerous broadcasts and countless social media posts.

Adventures on the Gorge and Tourism Partners Win Multiple “Stars of Almost Heaven” Tourism Awards

FAYETTEVILLE, W. Va., Sept. 16, 2022 - [Adventures on the Gorge](#) and its regional tourism partners - [Visit Southern West Virginia](#), [Greenbrier Valley CVB](#) and [Explore Summers County](#) - took home multiple West Virginia Department of Tourism “Stars of Almost Heaven” awards during the 2022 Governor’s Conference on Tourism on Sept. 14.

Many of the awards lauded the partnership that staged the highly successful 2021 Freelance Council Meeting of the [Society of American Travel Writers](#), North America’s premier travel journalism organization. Held at [Adventures on the Gorge](#), the meeting brought more than 40 of the nation’s top travel writers to Southern West Virginia, where they had an opportunity to explore the region’s abundant travel offerings including the [New River National Park and Preserve](#), when the national park designation was still just a few months old.

That meeting resulted in more than 80 stories in high-profile magazines, newspapers and online outlets including [Parade](#), [USA Today](#), [Chicago Tribune](#), [Travel + Leisure](#), [Atlanta Journal-Constitution](#), [AAA Explorer](#) and more.

Adventures on the Gorge, [Visit Southern West Virginia](#), [Greenbrier Valley CVB](#) and [Explore Summers County](#) received the 2021 Governor’s Award for Regional Cooperation and the 2022 Overall Earned Media awards. The partnership group also received the top award for Co-Op Ad.

A Chicago Tribune story authored by long-time SATW member Terri Colby, “[Rapid Pulse: The Country’s Newest National Park is Primed for White-Water Rafting Adventure in West Virginia](#),” won the top print article award for 2022.

Adventures on the Gorge also won an award for the print/photography layout of its [2022 catalog](#).

Additionally, Visit Southern West Virginia executive director [Lisa Strader](#) was named “Tourism Professional of the Year” for 2022.

“I’ve always believed in the power of partnerships, and these awards recognizing our dedicated tourism partners tangibly support that sentiment,” said Roger Wilson, CEO of Adventures on the Gorge. “It is a privilege to work with so many professionals throughout the region.”

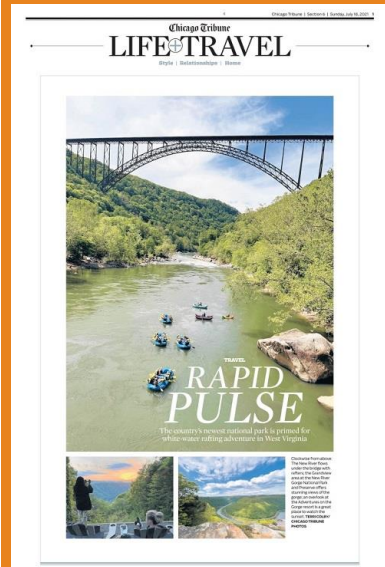
Adventures on the Gorge and regional tourism partners are planning to host another high-profile meeting for SATW members in 2024.

Travelers can find out more about Adventures on the Gorge [online](#), by calling 1-855-379-8738, or connecting on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), [TripAdvisor](#), [YouTube](#), and [Vimeo](#) and signing up for AOTG [e-newsletter](#).

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What to know about Adventures on the Gorge

Named one of the top adventure resorts in the country by [U.S. News & World Report](#), Adventures on the Gorge is located on more than 350 acres along the rim of the majestic New River Gorge near Fayetteville, W.Va. The resort provides an array of outdoor experiences including whitewater rafting on the New and Gauley Rivers, aerial adventures, rock climbing, rappelling, kayaking, stand up paddle boarding, fishing, mountain biking and hiking. There are also restaurants, bars and shops as well as a small-



Chicago Tribune writer Terri Colby won an award for her article about rafting the New River with Adventures on the Gorge.



Partner support included a tour of Beckley’s Exhibition Coal Mine.



Sandstone Falls in Summers County was featured in various tours.



The Greenbrier hosted the opening night reception.

group conference center. Visitors can choose from a variety of [accommodations](#) and [vacation packages](#).

Media Links (please credit Adventures on the Gorge)

Video:

[Scenic spring summer](#)

[Scenic fall winter](#)

[Rafting](#)

[Adventures on the Gorge](#)

[New River Gorge Bridge](#)

Photos:

[360 Tours](#)

[Rafting](#)

[Rock climbing](#)

[Fishing](#)

[Hiking](#)

[Scenics](#)

Related hashtags:

#AdventuresOnTheGorge

#AlmostHeaven

#VisitWV

#NewRiverNPS

#OnTheGorge

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