



Meet Denne Johnson, Publisher and President of TravelHost NY Southern Tier Magazine ...

1. Describe Your Business:

TravelHost NY Southern Tier is a publication dedicated to providing the traveler with hyperlocal information on the best of the best that our region has to offer in way of where to eat, drink, shop and play. We also highlight one of a kind experiences, natural wonders and man-made attractions or events that are uniquely Southern Tier of New York. The benefit of TravelHost is two-fold as it helps me promote this beautiful part of the world through tourism. The magazine also gives me the ability to help other merchants capture the attention of the traveling public and grow their businesses with a new consumer base.

2. Tell us your story:

I have always been in the Event Management & Exhibit Industry. In my early career years, I worked for Sabre Technologies as an Event Manager. At the time, Sabre was a division of American Airlines so not only did I travel for work but I took full advantage of the flight benefits. This sparked my travel bug and even as I moved on to selling exhibit space for one of the largest energy industry show and publication companies, I was able to travel the globe. Living on the road and out of a suitcase for almost 20 years requires a different lifestyle and you learn to do the everyday things in any city. As the traveler for many years, I have become in tune with what they require to maintain a healthy and balanced life in any city. When I moved back here five years ago and retired the suitcase, I realized how much I love this area and sharing the treasure we get to experience every day with visitors is the perfect way to utilize my talents in a way that I can be passionate about.

3. What has helped you succeed and gain experience?

Blind ambition and the ability to say...“Why not me?” has served me well when it comes to gaining opportunities that most may not have strived for. It has led me to jobs which allowed me to travel around the world and to visit over 40 countries. I lived out of a suitcase and loved every minute of it but I did learn to live locally in most of the places I went to...always seeking out the best places to ride a bike, go for a hike or run, do yoga, see concerts, visit museums, have some extravagant meals or just hang out in a great local dive for an afternoon. My goal is to provide that same sense of excitement, cultural connection, learning or comfort to people who visit our state.

4. What inspires you?

Helping others as cheesy as that may sound...it is true! I love giving people information that provides them with a memorable experience that they want to share. I love to help businesses reap the benefits of creative marketing and putting the right message in the right place to the right people. Loving what you do is the key to a happy and rewarding life!

5. What keeps you up at night? What are your challenges?

It is always a risk to be a small business owner...you have to be determined, energetic, positive and a bit crazy. The burden is larger when you have a family counting on you but, for me, NOT loving what you do is the equivalent of a jail sentence. You spend too much time working to not love it...if you love what you do, it is not really work. My biggest challenge is myself and my desire to help other small businesses as I tend to want to give everything away in order to get them exposure and growth.

6. What is your favorite local activity?

Getting outside with my family...we have an amazingly beautiful and stimulating state all year long. I love our winter, spring, summer and fall and could be outside soaking up the scenery anytime. Anything outdoorsy and with my family is good with me!

7. Is there anything else we should know about you?

I love anything hospitality oriented...cooking, entertaining and bringing together family and friends is my favorite way to spend a weekend night or holiday. I am also a bit of a thrill seeker...my biggest feat is a bungee jump from the Macau Tower!