Writing a Press Release

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This training will guide you through writing a professional press release announcing your affiliation with Wanderly Adventures. A strong press release introduces you to your community, builds credibility, and positions you as a trained travel professional rather than someone who simply enjoys planning vacations.

Your press release is not just an announcement. It is your first public positioning statement as a travel advisor.

Understanding the Purpose of a Press Release
A press release exists to communicate something newsworthy. In this case, the news is that you have joined an established travel agency and are now serving clients in your community with professional training and support.

Editors and readers are not looking for a personal story about how much you love travel. They want to know why this matters to them. Your announcement should clearly communicate who you serve, what you specialize in, and how your expertise benefits travelers.

When written well, a press release strengthens your authority, improves your online presence, and introduces you to potential clients who may not have known professional travel planning services are available locally.

Structuring Your Press Release
A professional press release follows a predictable format:

- Headline
- Opening paragraph
- Details on the market or niche you will service including any certification you have
- A quote from you
- A quote from Wanderly… if you want one
- Information about Wanderly Adventures
- Your contact information

You will begin with a strong headline. The headline should be clear, professional and benefit-driven. Avoid vague language such as “Local Woman Starts Travel Business.” Instead, focus on value and affiliation. For example: “Local Travel Advisor Joins Wanderly Adventures to Deliver Personalized Vacation Planning”

Your opening paragraph should immediately answer the essential questions: who you are, what you are doing, and why it matters. It should include your affiliation with Wanderly Adventures and briefly describe the agency’s focus.

For example:
Springfield, IL – Jane Smith has joined Wanderly Adventures, a boutique travel agency specializing in river & ocean cruises, guided travel, all-inclusive vacations and Disney destinations. Smith will serve families and couples seeking customized, concierge-level travel planning.

This paragraph should be factual and direct. Avoid emotional storytelling here. Save that for your quote.

In the following paragraphs, you expand on your specialization and positioning. This is where you communicate what makes you different. Instead of saying you book all kinds of travel, define your niche. Perhaps you specialize in multi-generational family travel, Disney destinations, luxury cruises, or Caribbean all-inclusive resorts. Specificity creates authority.

You should also reference any certifications, professional training, or ongoing education. This reinforces that you are operating within a professional framework, not as a hobbyist.

Next, include a quote from yourself. This is where your personality can come through. The quote should express your philosophy and your commitment to clients, while still maintaining a professional tone.

For example: *"I believe travel is one of the most meaningful investments families can make," said Smith. "My role is to manage the details so my clients can enjoy a seamless and thoughtfully planned experience."*

If appropriate, you may also include a quote from agency leadership welcoming you to Wanderly Adventures. This adds an additional layer of credibility.

Finally, conclude with a short paragraph describing Wanderly Adventures. This is called the boilerplate. It should briefly explain the agency's focus and commitment to concierge-level service.

End with your full contact information so readers know how to reach you.

Positioning Yourself as a Professional
One of the most common mistakes new advisors make is writing a press release that feels personal rather than professional. While your passion for travel is important, the press release should focus on the value you provide to clients.

Avoid overly casual language, vague descriptions and making the announcement about your personal journey. Instead, communicate clearly:

- You are affiliated with an agency.
- You are trained.
- You offer specialized expertise.
- You provide hands-on, personalized service.
- Your tone should reflect confidence and professionalism.

Sample Press Release
Below is a complete example you can model.

FOR IMMEDIATE RELEASE
Local Travel Advisor Joins Wanderly Adventures to Provide Concierge-Level Vacation Planning

Springfield, IL – January 15, 2026 – Jane Smith has joined Wanderly Adventures, a travel agency specializing in personalized vacations. Smith will focus on designing customized travel experiences for families, couples, and multi-generational travelers.

Smith specializes in Disney destinations, ocean cruises, and Caribbean all-inclusive resorts. Through her affiliation with Wanderly Adventures, she offers clients access to preferred partnerships, professional travel guidance, and detailed itinerary planning from initial consultation through post-travel follow-up.

"I am passionate about helping families create meaningful time together through travel," said Smith. "My goal is to simplify the planning process so clients can travel confidently and comfortably."

Smith has completed advanced destination and supplier training and remains committed to ongoing professional development within the travel industry.

About Wanderly Adventures
Luxury, adventure, and seamless planning come together at Wanderly Adventures. From world-class cruises to immersive guided tours, from all-inclusive resorts to Disney Destinations around the world, we bring your travel vision to life with expertise, personalization, and ease. Discover the art of travel with Wanderly Adventures—where luxury and magic meet.

Contact
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Distribution and Next Steps
Once your press release is finalized, it should be submitted to local newspapers, business journals, and community publications. It can also be posted on your website and shared on LinkedIn to strengthen your professional presence.

Before submitting, read it aloud. Confirm that it sounds confident, clear, and specific. Make sure your specialization is obvious. Check that your contact information is complete.

Your press release is your professional introduction. It should reflect the level of service you intend to deliver.