

2025 News Release Templates for certified grad use/customization

CTA VERSION

[INSERT LOGO]

Contact: [NAME, CTA®]
[GRAD CONTACT INFO]

Local Professional earns Prestigious CTA® from The Travel Institute

[NAME] armed with new skills and knowledge to maximize traveler ROI

[CITY, STATE DATE]—[NAME], CTA®, of [COMPANY] in [CITY], recently earned the distinguished Certified Travel Associate designation from The Travel Institute, the travel industry’s benchmark for educational excellence and the only organization dedicated to travel professional education at all stages of their career from new agent training to advanced front-line agent to mid-level manager to industry leader.

The CTA® designation is awarded to North American travel professionals who complete a rigorous training program, including closed-book, proctor-administered testing, to demonstrate extensive industry knowledge and experience and graduates are held to the highest standards of professionalism. The CTA curriculum focuses on the essential skills needed as a frontline travel counselor—selling, customer service, destinations, niche markets and communication. CTAs are also required to fulfill continuing education requirements each year.

“Earning my elite certification status is an important accomplishment; demonstrating my advanced knowledge and skills in serving travelers as well as my commitment to life-long learning,” shared [NAME], a travel advisor for [##] years, supporting more than [###] clients with specialized travel experiences, including [DESTINATION or NICHE SPECIALTY]. [NAME’s professional designations also include: [ASTA, CLIA and other relevant credentials.]] Travelers looking to maximize their next travel experience can call [PHONE] or visit [WEBSITE] to learn more.

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ABOUT [COMPANY]

If you have a boilerplate, add it here. (See below example of TTI boilerplate.) If not, simply delete this “About” section.

ABOUT THE TRAVEL INSTITUTE

Since 1964, The Travel Institute has been the global leader in travel industry education, serving as a community of knowledge, insight, and support for travel industry professionals at all stages of their careers to *fulfill its non-profit mission to advance industry professionalism*. Countless individuals, agency owners and managers, and educational institutions utilize The Travel Institute’s award-winning curriculum as their learning tools of choice and more than 30,000 agents have earned certification. Also a trusted partner to industry suppliers and educational institutions, The Travel Institute is the approved provider of travel industry civilian occupation training for U.S. military and has trained hundreds of thousands through various courses, webinars, and Premium Access online library content. Throughout North America, many successful agents and high-profile leaders credit their *success* to coursework from The Travel Institute. Learn [more](#).

Attachments for consideration:

- Agency logo
- TTI logo
- CTA logo
- TTI 7 Reasons (needs headline built into graphic)
- Certified grad headshot

Important notes:

- *Revise placeholder quote as you wish to make it uniquely your own.*
- *Adjust for local language, i.e., Canadian English, and other considerations as appropriate.*