**TRAVEL & ADVENTURE SHOW PRESS RELEASE TEMPLATE**

**For: Contact:**

**COMPANY NAME**  **PR/COMPANY NAME**

Company Street Address Contact Name

City, State Zip (or country) Contact Email Addres

Website Contact Phone

Phone

**FOR IMMEDIATE RELEASE**

**[INSERT COMPANY NAME] TO JOIN 2019 TRAVEL & ADVENTURE SHOW**

***No. 1 Travel Show Series in the U.S. To Feature 250+ Exhibitors, Vacation Experts, Exclusive Travel Deals and Celebrity Speakers***

[INSERT CITY OF YOUR SHOW, Associated Press Abbreviation of State.] – [Insert Month Date, Year] — [Insert Company Name] will be showcased at the 2019 [Insert City] **Travel & Adventure Show**, taking place at the [Insert Venue Name] in [Insert City], [Insert State], on [Insert Dates], 2019. The [Insert City] Travel & Adventure Show is part of the largest series of consumer travel shows in the U.S. The popular tradeshow connects avid travelers with the world’s top travel providers, who in turn share insider knowledge about top domestic and international destinations, the latest travel tips and exclusive travel deals. Attendees will also have access to celebrity travel speakers, dozens of seminars, trip giveaways, prizes and fun, cultural interactions.

“The [Insert City] Travel & Adventure Show is a smart, cost-effective way for savvy travelers to find, plan and book their dream vacation,” said John Golicz, chief executive officer and founder. “For more than a decade, our team has helped countless travelers find where to go, what to do and how to get there by connecting them in a meaningful way with the world’s leading destination experts.”

[Insert Company spokesperson quote about importance of Travel & Adventure Show to company and/or its audiences.]

The 2019 [Insert City] Travel & Adventure Show will feature more than 250 exhibitors from the world’s most sought-after travel destinations, ranging from Africa to Alaska, China to the Caribbean, and Europe to Fiji. In addition to [Insert Company Name], other key exhibits include X, X and X.

“People flock to our events because they know that while the Internet and guidebooks contain great information, they are not always reliable. At the Travel & Adventure Shows you get the truth from people who are either from the travel destination or have traveled extensively in the region,” said Golicz.

[Insert details about your company’s participation, booth details, activations, exclusive tradeshow travel packages, speakers, celebrity guests, etc.]

In addition to the vendors, the tradeshow features five theaters designed to educate and entertain. Wanderlust travelers can attend the **Destination Theater** for locale-specific workshops to draw inspiration and get detailed information. At the **Savvy Traveler Theater**, guests can also gain valuable tips and tricks for traveling smarter, more safely and with fewer hassles.

Attendees can also experience a variety of global culture and entertainment. The **Global Beats Stage** offers culturally diverse music and dance performances right on the show floor all day long. Additionally, guests will have access to vacation activities such as a rock climbing wall, Segway rides and more (activities vary by market).

The 2019 [Insert City] Travel & Adventure Show takes place at the [Insert Venue Name] at [Insert Address]. On Saturday, [Insert date], the show opens at 9:30 a.m. for travel professionals, with general public hours set from 10 a.m. to 5 p.m. On Sunday, INSERT DATE, the show floor is open from 11 a.m. to 4 p.m. Single day tickets ($15) and two-day tickets ($22) can be purchased at TravelShows.com. Children 16 and under are admitted free of charge.

**About Unicomm and the Travel & Adventure Show**

Unicomm, LLC is an independent media and events company specializing in originating and managing world-class trade shows, conferences and digital properties. Unicomm’s properties include the nation’s largest and longest running series of travel events, the Travel & Adventure Show in Los Angeles, Chicago, Dallas, Denver, Boston, San Francisco/Bay Area, Washington, D.C., San Diego and Philadelphia.

[Insert Company boilerplate.]

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To request media passes to the Travel & Adventure Show, please visit TravelShows.com/press-section/media-registration/.