

## News Release



### Local Travel Professional Earns Certification From The Travel Institute

*Shyanne Robinson, Founder & CEO of 3 Experiences continues to expand horizons.*

Washington, DC | June 6, 2022 -- *Shyanne Robinson, CMP, DES, CTA®*, of 3 Experiences | 3ETravel, recently earned the distinguished Certified Travel Associate, or CTA, designation from The Travel Institute, the travel industry's benchmark for educational excellence and the only travel organization offering certification for travel professionals' varying levels of expertise.

"I am honored to carry the internationally recognized credentials of Certified Meeting Professional (CMP) and Digital Event Strategist (DES), representing the standards of excellence in the events industry. This year, adding the Certified Travel Associate (CTA) honor is another step in the right direction for 3 Experiences. I strongly believe that success must always be founded on education and experience," said Shyanne.

The Certified Travel Associate, CTA®, designation is awarded by The Travel Institute to travel professionals who complete a rigorous training program, including closed-book, proctor-administered testing, to demonstrate extensive industry knowledge and experience and the highest standards of travel professionalism. In addition, CTAs are required to fulfill stringent continuing education requirements each year.

The CTA curriculum focuses on the essential skills needed to succeed as a frontline travel counselor – selling, customer service, destinations, niche markets and communication. The CTA is also the first step in earning the coveted Certified Travel Counselor designation.

Shyanne has been a travel & hospitality expert for more than fifteen years and has sent more than a million customers and clients on vacation & business travel experiences around the world. As CEO of 3 Experiences, Shyanne is charged with formulating and implementing a strategic plan that guides the company's direction. As a Luxury Travel Concierge, she designs high-quality travel experiences tailored to the client's needs, with a niche specialty for destinations throughout North America, South America, The Caribbean & Africa.

Having been afforded the opportunity to sit on all sides of the table as the student, client, customer, planner, and supplier, Shyanne's universal perspective gives her the flexibility to better understand and approach each travel experience uniquely, producing the best results for all stakeholders.

3 Experiences (3E) has been in operation since 2018, and is based out of Washington, DC with offices in Atlanta, GA. To learn more about 3E and how Shyanne can help with your business or leisure travel plans, visit [www.experiences03.com](http://www.experiences03.com).

A collaborative industry effort created in 1964, The Travel Institute is the global leader in industry education and certification for travel professionals. Through innovative educational opportunities, professional certification programs, and customized learning solutions, The Travel Institute enables agent success by instilling a high standard of industry knowledge, professionalism, and excellence. Throughout North America, many successful agents and high-profile leaders credit their success to coursework from [The Travel Institute](http://TheTravelInstitute.com).

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