



## Media Advisory

### ***ERIK THE TRAVEL GUY DEMYSTIFIES THE VACATION ECOSYSTEM***

**NEW YORK, NY, JUNE 8, 2020** ~ With the summer travel season upon us, [Erik the Travel Guy](#) (Erik Hastings), the Emmy award-winning host of the PBS series [Beyond Your Backyard](#), is on a quest to educate consumers about their next trip by breaking down and demystifying the vacation ecosystem.

“The vacation ecosystem consists of all phases of the travel experience,” commented Hastings. “From planning to going to sharing, questions are bound to arise. As one navigates the ecosystem, it’s not uncommon for there to be a degree of angst with travelers left wondering if they made the right choices, paid the right price, or even planned an itinerary that will satisfy everyone in the traveling party. My mission is to help those travelers who can’t afford to have anything go wrong on their next vacation.”

With three distinct phases -- planning, going, and sharing -- being able to effectively navigate the ecosystem will dramatically increase a traveler’s ability to have an enjoyable, and memorable vacation. The phases include:

**Planning:** Researching and learning about destinations to visit and the companies that provide travel-related products and services -- airlines, hotels and rental homes, theme parks and local attractions. Typically this phase involves discussion with friends and family for their recommendations and online research. Once particulars are narrowed down, a decision needs to be made, budgets established, and method of booking determined. Today’s traveler should also consider the new "COVID 19 travel norm" and what that means in regards to travel insurance, cancellation policies and what to do in the unlikely event medical attention is needed while away.

**Going:** The going phase focuses on the travel providers utilized during one’s trip. Airlines, cruise lines, hotels, car rental agencies and tour operators (private and small group tours) are just a few of the considerations. A traveler’s itinerary will dictate what will take place during the holiday. Consider national and state parks, beaches, theme parks (large and small), carnivals and local fairs, museums and dining options.

**Sharing:** This phase of the vacation ecosystem is two-fold and happens while traveling and once back at home. First, be open to gleaning knowledge from the locals at the vacation destination. Concierge, taxi drivers, service staff, docents or anybody who lives

in that particular place usually has advice on how to best enjoy their hometown. Second, is the sharing a traveler does with their circle of friends and family on social media.

Being aware of each stage of the vacation ecosystem and having trusted sources to rely upon moving through each stage will ensure an enjoyable vacation.

**ABOUT THE SHOW:**

Beyond Your Backyard NOW is the must watch destination for all things travel, presented in a positive, informative and entertaining format. Emmy-award winning host Erik The Travel Guy inspires viewers to plan and safely embark on their next adventure. Each 30 minute episode reminds viewers that travel is rewarding and vital to a healthy lifestyle. Beyond Your Backyard NOW is an industry disruptor, breaking today's mold of conventional (and often boring) travel "infotainment". During the current pandemic, Beyond Your Backyard NOW (currently available on YouTube) includes relevant information pertaining to the health crisis and its impact on travel.

**For more information, contact:**

Paula Rivera

[news@erikthetravelguy.com](mailto:news@erikthetravelguy.com)

201-218-4767