

How to Rally: Staging Travel Rally Day in Your Community Tuesday, May 10, 2011

“City workers say they are making a statement to lawmakers about the economic impact of tourism in New Orleans. Hundreds of workers – all wearing uniforms of their trade – are walking...to prove their point.” -- WDSU-TV (NBC Affiliate), May 2009

Overview

Travel Rally Day is a focal point of National Travel and Tourism Week that promotes how travel spending supports local communities and provides jobs to more than 10 million American workers. Since its inception three years ago, more than 40 cities and states annually have joined this effort to champion **Why Travel Matters** and staged rallies that garnered strong attention.



Hosted at prominent landmarks nationwide, **Travel Rally Day** is a series of locally organized events that attracts hospitality workers, elected officials, city leaders and local media. The U.S. Travel Association provides resources to help you create your message and produce a successful rally.

Be an advocate for travel on this special day – host or participate in a local rally, **wear red** or dress in your industry uniform, and champion **Why Travel Matters** to you!

Tips to Get You Started With Your Rally Day Planning

Destination Marketers/Convention and Visitors Bureaus:

- Take the lead in your city. Organize your local travel workforce, invite elected officials and business leaders, and commit to hosting a 30- or 45-minute event on Tuesday, May 10.
- Secure a location (local landmark, attraction, hotel, convention center) and obtain the necessary permits to accommodate the crowd of attendees that you expect.
- Sell the story to local media: Use talking points to be provided by U.S. Travel to form your public remarks, but localize them with data on local jobs, spending and tax revenue.
- Use the Rally Day Checklist to guide your event planning.

Travel Businesses:

- Authorize employees to participate. Ask them to wear their uniforms at the rally or wear red.
- Provide transportation for your employees to the event site.
- Join your local destination marketing organization/CVB on an organizing committee.
- Serve as a spokesperson to local media and share how travel affects your bottom line.

Travel-Related Associations:

- Encourage your members to participate in their city's rally.
- Promote the event: Include news of Travel Rally Day in your communications and newsletters.

What U.S. Travel Needs From You: States/destination marketers, please email confirmation that you will organize a rally in your destination on May 10. We will recognize all cities that have committed. Email commitment to RallyDay@USTravel.org. Questions? Call Dennis Castleman at 202-408-2152.