



Five Ideas to Declare Victory Locally

Passage of the Travel Promotion Act provides an unmatched opportunity for all industry sectors to champion the power of travel to aid economic recovery, create jobs and increase local revenues – all at no cost to American taxpayers.

Take these five steps to inform your community of Congress's action to boost international visits to the United States and promote the benefits it will yield to destinations and businesses nationwide.

- 1 Enter the news cycle at enactment.** Use the [sample press release](#) to engage local media and announce Congressional action to build America's economy through travel. View [key messages](#) document and the [FAQ](#) to structure your talking points in discussions with media.

Your U.S. Representatives and Senators may also be issuing a release to announce his or her support of TPA.

- 2 Thank your Member of Congress with a home district press event** involving your Senator or House Representative, plus local elected officials, and travel and business leaders. Use the [sample media advisory](#) to call media to a local landmark or travel attraction for remarks supporting Congress's desire to make America top of mind for international travelers and improve the image of the United States abroad.

- [Click here](#) for an overview on staging the press event.
If the Member is a supporter of TPA, contact his or her district office and work with staff (district director or communications director) to organize a press event at a local landmark or attraction to champion its impact at the local and national level.
- [Click here](#) to view the final tally from the Senate's February 2010 vote on TPA.
- [Click here](#) to view the final tally from the House of Representatives' October 2009 vote on TPA.
- [Click here](#) to find contact information for your Senators and Representatives.
- [Click here](#) to obtain travel-generated spending, payroll and employment for all 435 Congressional districts (click on your state to view).

- 3 Invite local reporters to an exclusive conference call with your leadership**, explaining how TPA is vital to your region and how increased travel will create jobs and economic growth locally. Refer to the [key messages](#) document and [FAQs](#) to communicate the projected impact of promoting the U.S. abroad.

- 4 Customize the [sample Op-Ed](#)** with localized data supporting the value of travel to your destination. Op-Ed informs that passage of travel promotion legislation will benefit businesses and communities nationwide. Go to [PowerofTravel.org](#) for state and congressional district data on spending, tax revenues, employment and payroll.

- 5 Submit a [letter to the editor](#)** providing your point of view of the nation's new international promotion effort and/or thanking your Member of Congress for their support of this legislation.