

HOW TO GET INVOLVED



National Travel and Tourism Week (NTTW) 2022 recognizes the **#FutureOfTravel** and the industry's important role in bringing back our vibrant communities, serving as a local and global economic driver, rebuilding our workforce and reconnecting America.

SHARE THE NEWS:

- **Publish a blog post** about NTTW to share how your organization is building the **#FutureOfTravel**. *Sample blog coming soon.*
- **Pitch an op-ed** to local media about how the **#FutureOfTravel** will bolster recovery in your community and drive innovation. *Sample op-ed coming soon.*
- **Interview your staff** for a blog post or video on why they are proud of be a part of the future of the travel industry.

HIGHLIGHT ON SOCIAL:

- **Turn Twitter RED:** On **Monday, May 2, at 11 a.m. ET, post our red graphic on Twitter** to promote NTTW and showcase strong unity across the industry. **Pin the graphic to your profile** to highlight NTTW all week long! *Red graphic and more direction coming soon.*
- **Utilize the NTTW social graphics** and social media headers to amplify **#NTTW22**'s message across all social platforms throughout the week.
- Include **#NTTW22** and **#FutureOfTravel** in social media posts during the week to amplify your message.
- **Like, comment and share** other posts using the event hashtags to unite with the industry and show love to colleagues and organizations across all sectors of travel.
- **Take a swing at TikTok** by posting a fun video to engage with new audiences and promote your messaging. It's fun and we can attest, it's easier than it looks. *How-to coming soon.*
- **Host a "City Tour"** on social media, showcasing favorite spots around your local community. Be sure to highlight the unique draw and value these places have for tourists, events and the community.
 - **Go further:** Encourage your organization and community to share local "fan favorites" to showcase all that **[DESTINATION/ATTRACTION/EXPERIENCE]** has to offer.

CONNECT WITH LOCAL OFFICIALS:

- **Meet with government officials** during NTTW and encourage them to get involved. Communicate why travel is essential to your business, community and state. **Important: This is an in-district week.** We recommend getting invitations out early to representatives to secure their time. *Congressional talking points coming soon.*
- **Ask your local government** to issue a proclamation recognizing May 1-7, 2022 as National Travel and Tourism Week in your community. *Sample proclamation coming soon.*
- **Make a phone call** to your elected official to discuss the role travel will play in revitalizing the local workforce. *Congressional talking points coming soon.*
- **Write a letter, send an email or tag** your elected officials on social media thanking them for their work to support the **#FutureOfTravel**.

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CELEBRATE IN PERSON:

- **Host an NTTW-themed event** to showcase the economic benefits of in-person events and how in-person meetings are the [#FutureOfTravel](#). Bonus: Invite your elected officials as this is an in-district week. If you host an event, be sure to share it [here](#).

SPOTLIGHT SMALL BUSINESS:

- **Use your social media channels** to recognize small businesses and their workers in your community and encourage residents and visitors to [#ShopSmall](#).
- **Profile a small business leader** in your community who is a positive force for the [#FutureOfTravel](#).
- **Are you a local DMO, CVB or state tourism office?** Share how travel supports the small businesses in your community and in turn boosts your local economy.

DISPLAY THE FUTURE OF TRAVEL IN YOUR COMMUNITY:

- **Interview local businesses** on how they are adapting for a stronger future. What new technologies have they implemented? How are they evolving as we emerge from the pandemic? What is the importance of face-to-face interactions?
- **Spotlight diverse voices and businesses** in your organization or community through a blog, video series or clever diversity-themed weekend guide. Highlight the value of diversity and its role in making your destination or organization a more welcoming, memorable and creative place for locals and tourists alike.
- **Host a photo tour** around town: ten years ago, vs today, vs plans for the future to highlight the growth of travel—and the bright future ahead.

SHOW GRATITUDE TOWARD YOUR EMPLOYEES AND COLLEAGUES:

- **Highlight your staff** on social media channels or your website to share the faces and stories of the [#FutureOfTravel](#).
- **Encourage your staff** and colleagues to get involved by posting on their personal channels about why they are invested in the [#FutureOfTravel](#) and what it means to them.
- **Show unity** by providing the official [#NTTW22](#) social media headers to your staff to use on their channels.
- **Organize a team happy hour** or luncheon to give your staff and colleagues a chance to reconnect face-to-face—and rally around the [#FutureOfTravel](#).

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