

# WAYS TO ENGAGE



This year marks the 40<sup>th</sup> anniversary of National Travel and Tourism Week (NTTW) and we are building on decades of work to amplify what we all know to be true—**travel is integral to everything we do**. Your engagement is crucial to magnifying this message and moving **#TravelForward**. Because travel fuels every industry, our success is America's success.

## ACTIVATE ALL WEEK LONG

Use the calendar below as a guideline for activating during **#nttw23**.

MAY 7-13, 2023						
SUN	MON	TUES	WED	THURS	FRI	SAT
<b>Kick-off</b> by posting the NTTW <a href="#">video</a> on social	Highlight the week with a <a href="#">press release</a> or <a href="#">blog</a>	Share the special <b>40 years</b> of NTTW <a href="#">video</a> or <a href="#">GIF</a>	Issue a <a href="#">proclamation</a> alongside a local official	Host a <b>travel rally</b> with local partners	Throw an appreciation event for your travel <b>workforce</b>	Recap an impactful week on social

## PUT ENGAGEMENT ON YOUR TO-DO LIST

Don't stop there. There are countless ways you can engage leading up to and throughout **#nttw23**. Check out our [social guide](#) and use the checklist below as a springboard:

### SPOTLIGHT ON SOCIAL MEDIA

- Update** your social media headers with our NTTW [designs](#)
- Implement** a splash page on your website featuring NTTW
- Share** 40 reasons in 40 seconds why travel is essential in a video

### ENCOURAGE ACTIVATION

- Include** the NTTW [toolkit](#) in your organization's communications
- Urge** your staff to get involved
- Incentivize** participation by hosting an NTTW themed event, rally or contest

### CELEBRATE YOUR LOCAL COMMUNITY

- Spotlight** a local project or new business
- Publish** a 40<sup>th</sup> anniversary celebratory blog:
  - 40 things to do in a weekend in **XX**
  - 40 reasons to visit **XX**
  - Feature 40 small businesses
  - 40 pictures that showcase your unique destination or work
- Highlight** your community's top travel-related wins over the past 40 years
- Offer** a special or discount to raise awareness for NTTW
- Share [information](#)** about NTTW in community groups