

The POWER of TRAVEL PROMOTION

Tweet Sheet + 5 Tips

Our work to demonstrate travel's value is never done. With newly elected officials entering office nationwide, it's as important as ever that destinations across America educate local policymakers on the benefits of travel for local communities. Use these messages across your social media channels to tout travel's contributions to your destination. Also below, you'll find tips on reaching your officials on social.

Travel's economic impact
in your state or district

Contact info for local,
state and federal officials



.[@electedofficial], #travel promotion represents one of the best investments for [state, district, city]'s economy. Here's why: [[link to economic impact page for your state or district](#)] #Thx2Travel



Destination promotion can drive broader economic development by:

1. Raising a destination's profile.
2. Increasing tourism and kicking off a virtuous cycle of economic development.
3. Generating local tax revenue.
4. Enabling public investment to improve the quality of life for residents, businesses and visitors.



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.[@electedofficial], #Thx2Travel, [state or district] generates [\$ tax receipts] in tax revenue for federal, state & local gov'ts annually.

#Thx2Travel,

[insert state or district] generates [insert \$ tax receipts] in tax revenue for federal, state & local governments annually.

[insert organization logo]



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Destination marketing does more than attract visitors—it drives economic growth and supports jobs in [state or district]. #Thx2Travel <http://ow.ly/dL12307QmXY>



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.[@electedofficial], as you consider this year's budget, know that travel promotion is vital to the health of [state or district]. Here's why: <http://ow.ly/dL12307QmXY> #Thx2Travel



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The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates \$2.1 trillion in economic output. It is the voice for the collective interests of the U.S. travel industry and the association's 1,350 member organizations. U.S. Travel's mission is to promote and facilitate increased travel to and within the United States. For more information, visit www.ustravel.org

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5 Tips for Engaging Elected Officials on Social Media

Nearly all elected officials are on Twitter or Facebook. If you don't already, use social media as an easy, effective and low-cost way to reach officials.

1. Follow, Listen, Reach Out

Never be more than a few degrees of separation from the core people you want to engage. Follow your members of Congress, senators, representatives, state legislators, mayor, county executives and other government officials. The best way to help shape an issue is to engage the people the decision maker listens to. Monitor topics your officials are currently engaged in, introduce yourself, and present a perspective—don't forget to tag their handles in posts and images. The goal is to get them to consider your viewpoint and expertise when relevant topics come up. Find contact info for local, state and federal officials [here](#).

2. Rally Your Advocates

Twitter is a great way to get more people to engage with your organization's cause. Invite your followers to your website and other social media platforms. Rally them with calls-to-action to write letters to Congress, call state officials, sign petitions, and use other methods of social media. Send your advocates sample text to post on behalf of your organization's views. Make it as easy as possible for them to share. Don't forget to get everyone in your organization's workforce involved, too.

3. Ask Followers What They Think

Twitter Polls allow you to gather public opinion on anything. Create your own two-choice poll right from the compose box, and it will stay live for 24 hours. How you voted is not shared publicly. The results however, can be retweeted. Ask the public if they agree, and tweet your favorable results to your official. Let them see the data and use it to bolster your message.



.[@electedofficial], as you consider next year's budget, know that 3 out of 4 Pennsylvanians consider tourism vital to our state's economy."

4. Join the Conversation

Capitalize on a popular story already generating media coverage and social media engagement by using it to amplify your message. The presidential debates and election years are a prime **example** for this. Tweet at reporters to engage them on topics you care about. Reporters check social media for news, but it's also a good way to reach them. If you or your organization doesn't have a huge social following, the best thing you can do is have someone else with thousands of followers **support** your **message**.

5. Be Unique

Make your posts stand out. Include infographics, send pictures of your organization rallying during **National Travel and Tourism Week**, post your selfie with officials from **Destination Capitol Hill**, send videos of you speaking with travelers, industry employees or local business owners. And remember to tag local officials in your content so they are sure to see it.