The Industrywide Campaign to Accelerate Travel’s Recovery
Our Challenge:

Today’s environment is the **worst** we’ve ever faced.

While the rest of the economy is in a recession, the travel industry is in a depression.

SOURCE: Tourism Economics
In tough times, we rally.

1991
Gulf War
Go USA
Industry-funded, multimillion-dollar marketing campaign

2001
9/11
Discover America Partnership
Industry-funded, multimillion-dollar marketing campaign

2008
Financial Crisis
Defending Meetings, Conferences, Events
Formed the Meetings Mean Business Coalition and campaign

2010
Gulf Oil Spill
Travel is ‘Open for Business’
Unified behind a single theme
Restoring travel restores America’s economy.

A combination of recovery initiatives would boost travel and the broader economy through 2021

+$163 billion in total economic output

+$71 billion in direct travel spending

By the end of 2021, these initiatives are expected to restore nearly 800,000 American jobs

**Benefit by sector**

- **$17.7 billion** Food services
- **$15.3 billion** Lodging
- **$13.3 billion** Air and other transport services
- **$10.7 billion** Automotive
- **$7.5 billion** Recreation and amusement
- **$6.8 billion** Retail

*By the end of 2021*

SOURCE: Tourism Economics
Though they remain cautious, Americans **miss** traveling and **look forward** to returning to travel in the months ahead.

Nearly **50%** of Americans are excited for near-term travel and **more than half** say they will take a trip in 2020.

**Our Opportunity:**

*SOURCE:* Destination Analysts (July 2020)
Our Approach: An Industrywide Campaign

Give Americans something to look forward to by... making plans.

Under the creative direction of renowned agencies, mcgarrybowen and Publicis Groupe, and guided by a working group of 50+ travel brands and destinations, we will launch an industrywide marketing campaign giving Americans the permission to plan.

Targeting those ready to travel now and those cautious to travel but open to inspiration, we will:

- Remind Americans of the restorative power of optimism and anticipation
- Encourage Americans to take the first step and make plans
- Take an active role in helping the recovery of our country
A consumer-tested message.

In a survey of consumers, the “Let’s Go There” concept performed best and was described as **optimistic, motivating, inspiring** and **encouraging**

- **Adaptability** - customizable assets and imagery across the industry
- **Flexibility** - allows for messaging transition across leisure, business and family travel segments, extending the campaign as travel returns, e.g. “Let’s Meet There”, “Let’s Go There, Together”

SOURCE: 360 Market Research
Campaign Framework

Creating an industrywide echo chamber

View the campaign film below
Click to view

All creative assets are under final review and production
Generate mass reach to amplify messaging and give people a mechanism to share their anticipation for their next trip

National TV
Regional Online Video
Influencers
Regional YouTube
Regional Social Media
Regional Programmatic Display
Programmatic Retargeting
Search

Generate widespread multi-platform media coverage through a tiered strategy targeting consumer lifestyle and business media

Activate the industry to maximize campaign messaging on consumer-facing industry-owned channels

Leverage travel trade relationships and distribution networks to ensure alignment and maximize adoption of campaign messaging to potential guests and customers

Target impressions: 900M–2.4B
Dependent on budget up to $20 million
Campaign Framework: **Timing is key.**

**Phase One**
- **September 7-25**
- PR kick-off post Labor Day to talk about Coalition, focus on industry professionals affected by the pandemic and how to travel safely

**Phase Two**
- **November 9-27**
- Messaging around holiday travel, options and industry-wide support of Black Friday and Cyber Monday deals

**Phase Three**
- **December 28-January 29**
- New Year, New You. With a resolution to take a vacation, # of days unused in 2020 and one day event for National Plan for Vacation Day

**EARNED**
- Industry partners launch campaign assets across owned channels

**OWNED**
- Paid media launches with high profile national TV, ROS cable, digital, programmatic, social and digital OOH (key cities)

**PAID**
- Paid media relaunches with ROS cable, digital, programmatic, social and digital OOH (key cities)

**PAUSE FOR ELECTION**

**PAUSE FOR HOLIDAYS**
- Industry-wide roadblock and push to National Plan for Vacation Day, plus one-day flash sale

- High profile New Year content, ROS cable, and programmatic and social
Fundraising Sources

Campaign support is sought through in-kind media, cash or a combination from a diverse group of industries

- **Industry Suppliers**
  - Cargo
  - Retail
  - Manufacturers

- **Food and Beverage Suppliers**
  - Wine and Spirits
  - Beer
  - Beverage (Soft Drinks)
  - Restaurant Chains

- **Media**
  - Search Engines
  - Broadcast Networks
  - Cable

- **Aerospace**

- **Destination Marketing Organizations**

- **Transportation**
  - Motor Vehicle Companies
  - Vehicle Rentals
  - Airlines
  - Airports
  - Transportation Suppliers

- **Vertical Trade Associations**

- **Financial Services**
  - Private Equity
  - Credit Cards

- **Sports and Entertainment**
  - Concessionaries
  - Teams and Leagues

- **Events**

- **Oil and Gas Companies**

- **Travel Brands**
  - Hotel/Lodging
  - Attractions
  - Tour Companies
  - Vacation Rentals
  - Resorts

- **Technology Companies**
  - Sharing Economy
  - Online Travel Agencies

- **Cruise Lines**
How to Support the Campaign:
All organizations

We appreciate all levels of support across the industry and beyond. The benefits with each tier are provided below. Please inquire for pricing at letsgothere@ustravel.org

GOLD:
- Logo on end screen of official commercial
- Weighting of logo will depend on level of support.

SILVER:
- Thumbnail image/brand placement in “Featured Destinations” carousel on campaign landing page (LetsGoThere.travel)
- with direct link to URL of your choice. (Destinations only)

BRONZE:
- A seat on the Let’s Go There Coalition that allows you feedback and guidance on campaign strategy. The Let’s Go There Coalition meets weekly.
- Link to white labeled destination content (by state) on VisittheUSA.com (Destinations only)
- Access to a full suite of assets to amplify and customize campaign on your brand channels
- Logo and URL on footer, as “Supporting Organizations”
- Inclusion in press kit materials as an official “Supporting Organization”
For more information about the campaign and how to support, or if you have any questions, please contact:

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