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** in Food services
- **+$15.3 billion** in Lodging
- **+$13.3 billion** in Air and other transport services
- **+$10.7 billion** in Automotive
- **+$7.5 billion** in Recreation and amusement
- **+$6.8 billion** in 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)
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

Our Approach:
An Industrywide Campaign

Give Americans something to look forward to by... making plans.
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
Filling the media ecosystem.

**Campaign Framework**

**PAID MEDIA**
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

**Target impressions:**

900M–2.4B
Dependent on budget up to $20 million

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

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

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

Through a multi-channel strategy, we will amplify this messaging far and wide to domestic leisure (and eventually business travelers).
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

**PAUSED FOR ELECTION**

**PAUSE FOR HOLIDAYS**

**PAID**
- Paid media launches with high profile national TV, ROS cable, digital, programmatic, social and digital OOH (key cities)
- Paid media relaunches with ROS cable, digital, programmatic, social and digital OOH (key cities)
- High profile New Year content, ROS cable, and programmatic and social

**OWNED**
- Industry partners launch campaign assets across owned channels
- Black Friday and Cyber Monday deals and incentives
- Industry-wide roadblock and push to National Plan for Vacation Day, plus one-day flash sale

**EARNED**
- PR kick-off post Labor Day to talk about Coalition, focus on industry professionals affected by the pandemic and how to travel safely
- Messaging around holiday travel, options and industry-wide support of Black Friday and Cyber Monday deals
- 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
Fundraising Sources

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

<table>
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<th>Industry Suppliers</th>
<th>Destination Marketing Organizations</th>
<th>Transportation</th>
<th>Vertical Trade Associations</th>
<th>Events</th>
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<td>• Cargo</td>
<td>• Motor Vehicle Companies</td>
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Oil and Gas Companies

Travel Brands

• 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

Technology Companies

• Sharing Economy
• Online Travel Agencies

Cruise Lines
Contributing to the Let’s Go There campaign, you are assured several benefits:

- 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. Inclusion in press kit materials.
- Your logo on end screen of official Let’s Go There commercial. Weighting of logo will depend on level of support.
- Inclusion on campaign landing page (Letsgothere.travel)
  - In the center carousel, includes thumbnail image and direct link to URL of your choice.
  - In the destination scroll, includes thumbnail image and direct link to URL of your choice.
    All destinations will also link through (by state) to white labeled content on visittheusa.com
  - All: Logo and URL on footer, as “Supporting Organizations”
- Access to a full suite of assets to amplify and customize campaign on your brand channels
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

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<th>Silver</th>
<th>Bronze</th>
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For more information about the campaign and how to support, or if you have any questions, please contact:

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