

The Industrywide
Campaign to

Accelerate Travel's Recovery

WHEN IT'S TIME FOR YOU, WE'LL BE READY

Let's **GO** There
COALITION



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



↓ **-\$1.2 trillion**
total economic loss



8 million jobs lost
through May
representing 38%
of all unemployment



On its current
trajectory, travel
won't recover
until **2024**



In tough times, we rally.

1991

Gulf War

Go USA

Industry-funded, multimillion-dollar
marketing campaign

2008

Financial Crisis

**Defending Meetings,
Conferences, Events**

Formed the Meetings Mean Business
Coalition and campaign

2001

9/11

**Discover America
Partnership**

Industry-funded, multimillion-dollar
marketing 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



Our Opportunity:

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.

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



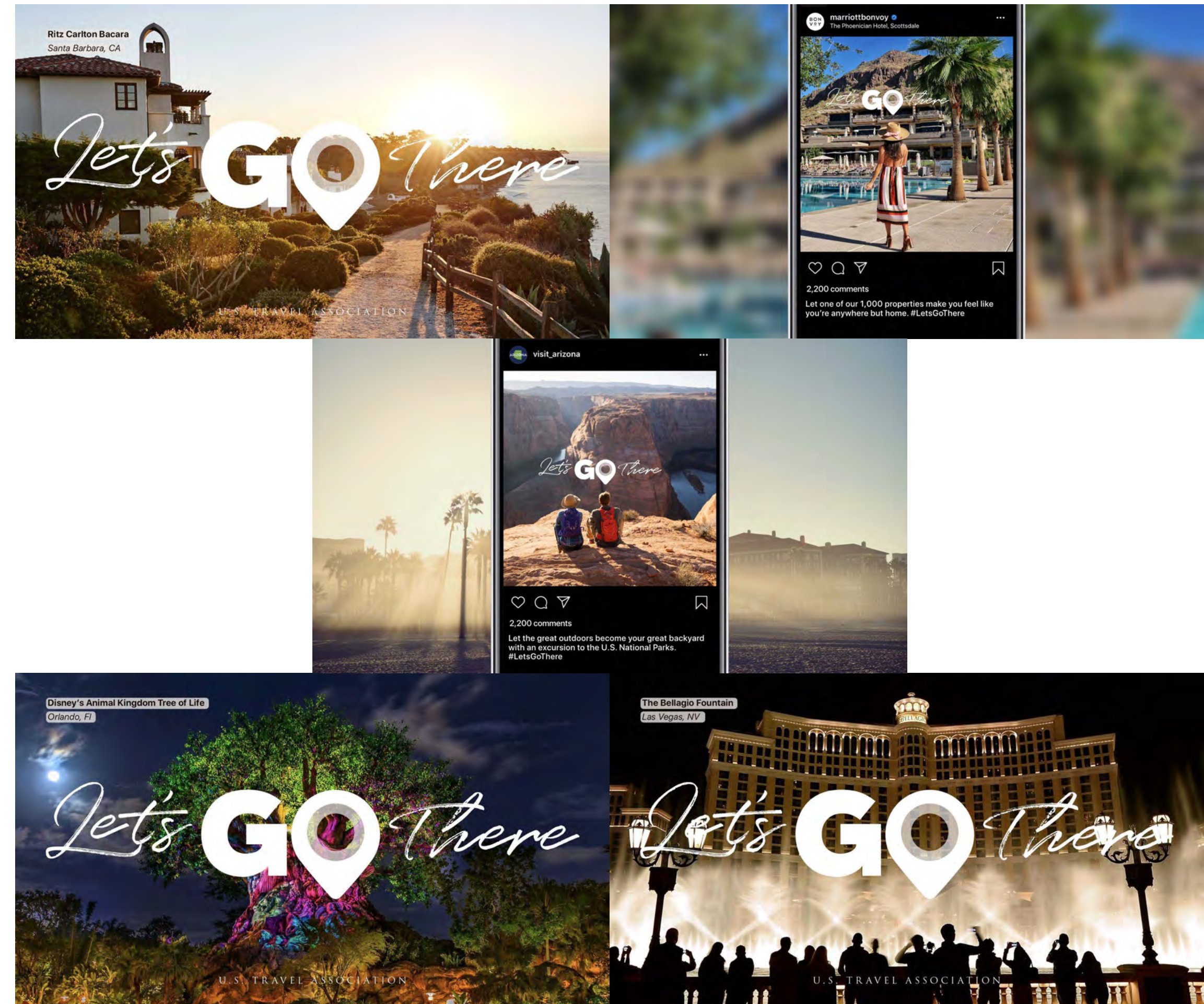
mcgarrybowen

Campaign Framework

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”



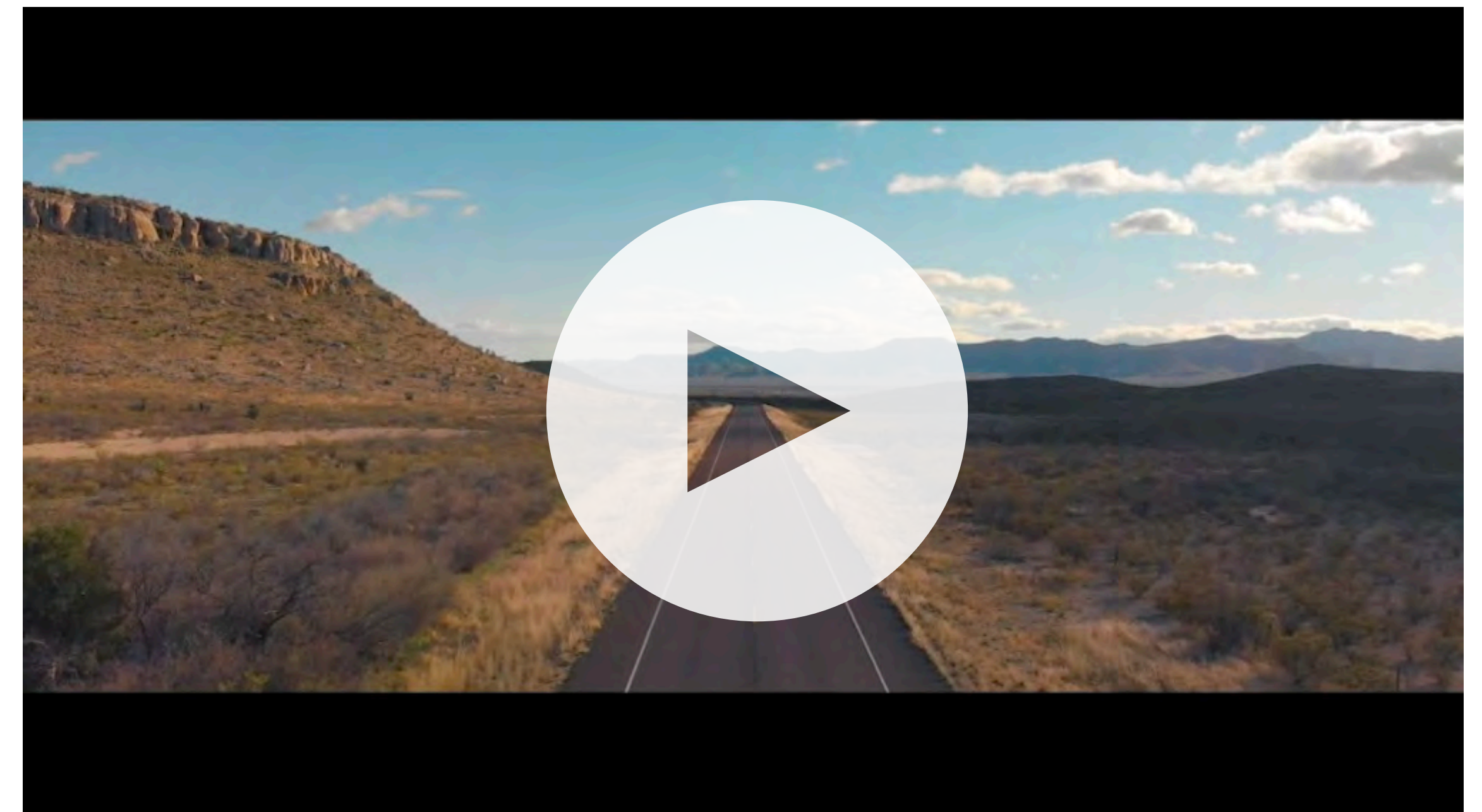
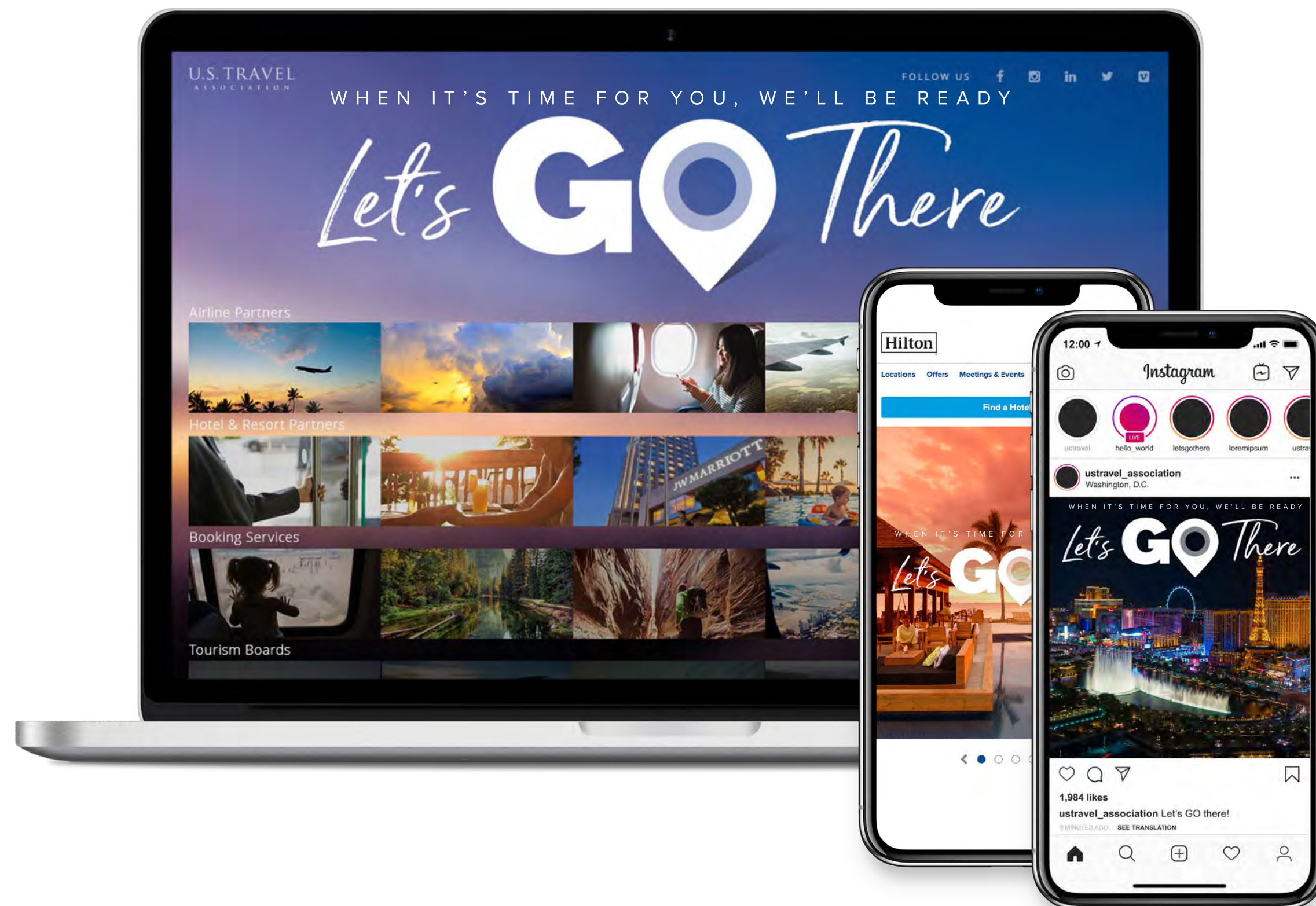
SOURCE: 360 Market Research

Campaign Framework

Creating an industrywide echo chamber

View the campaign film below

[Click to view](#)



All creative assets are under final review and production

Campaign Framework

Filling the media ecosystem.

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

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

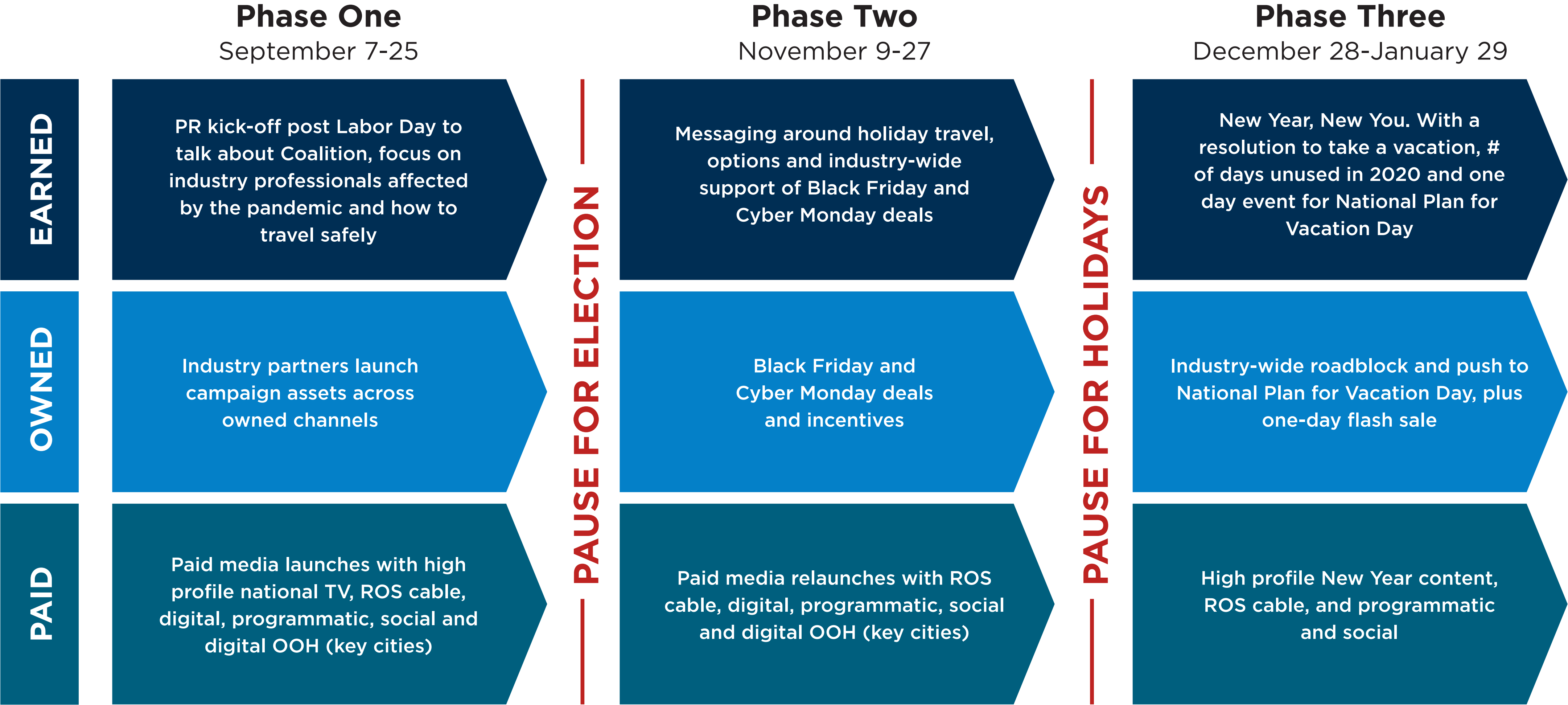
Activate the industry to maximize campaign messaging on consumer-facing industry-owned channels



TRAVEL TRADE

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

Campaign Framework: **Timing is key.**



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





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](https://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

Logo on end screen of official commercial <i>Weighting of logo will depend on level of support.</i>
Thumbnail image/brand placement in “Featured Destinations” carousel on campaign landing page (LetsGoThere.travel) with direct link to URL of your choice. <i>(Destinations only)</i>
A seat on the Let’s Go There Coalition that allows you feedback and guidance on campaign strategy. <i>The Let’s Go There Coalition meets weekly.</i>
Link to white labeled destination content (by state) on VisittheUSA.com <i>(Destinations only)</i>
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”

GOLD:	SILVER:	BRONZE:



For more information about the campaign and how to support, or if you have any questions, please contact:

Laura Holmberg

Vice President of Marketing and Industry Communications

U.S. Travel Association

lhholmberg@ustravel.org

Sarah Shields

Director, Industry Communications

U.S. Travel Association

sshields@ustravel.org