



7 WAYS TO CELEBRATE NTTW

1. **Rally for Travel:** Host a travel rally or event on **Tuesday, May 9** in your community to join the thousands of travel advocates nationwide who will showcase their support for travel during this important week:
 - **Organize** local law makers, travel workers and industry supporters to participate.
 - **Campaign** with this year's theme by showcasing your "Faces of Travel" stories. Be sure to share what the industry means to your residents, community, business and state. Make speeches, stage photos, create signs, hand out buttons and beyond. Use our elected official request letter to invite local lawmakers to your event, and request a proclamation.
 - **Amplify** your event through local press and use U.S. Travel media outreach resources, including sample a media advisory, press release, op-ed and blog.

Toolkit resources: rally day overview, media advisory, press release

2. **Get Social:** Social media is an effective way to get involved in events and discussions during NTTW. Include #nttw17 in posts to amplify your message on social media and get a chance to see your celebrations featured in our wrap-up video.
 - Twitter: [@USTravel](#)
 - Facebook: [U.S. Travel Association](#)
 - Instagram: [ustravel association](#)
 - LinkedIn: [U.S. Travel Association](#)

Toolkit resources: tweet sheet, logos, graphics, event map, etc.

3. **Get Travel in the News:** Inviting local media to your NTTW event is just the first step. You can further engage reporters in a number of ways.
 - **Coordinate or write a guest column for your local newspapers, destination blogs or company website:**
 - **Identify the author:** Elected officials and recognized local authorities (governor, mayor, business leader, destination marketing executive, board chairman or other civic leader, etc.) add credibility to op-eds and articles.
 - **Determine the topic and tone:** Messages should be current, easy to read and concise. They should also provide compelling arguments on what travel means to your community or state.
 - **Confirm submission guidelines:** Identify submission criteria and deadlines, which can often be found in the opinion section of the website. Most outlets require a few days lead time before they publish a piece, so make sure you submit in time for your article or op-ed to appear during NTTW.

Toolkit resources: op-ed, media advisory, press release, blog post, etc.



4. **Honor Local Travel Employees:** From airport personnel to hotel staff to restaurant and retail workers, front-line travel industry employees interact with travelers daily.
 - **Invite** travel workers to join your rally and bring an industry representative to the stage alongside other dignitaries.
 - **Recognize** the incredible achievements of the travel workforce on social media and/or blog posts or your local industry newsletter.
 - **Award** outstanding travel employees, be it gifts or discounts to enjoy local attractions. You can also host a reception to honor their contributions.
 - **Promote** how travel jobs create professional opportunities and thank front-line workers for increasing the visibility of your destination with banners and posters. Don't forget to include your organization's name and logo.

Toolkit resources: logos, graphics, spotlight your Faces of Travel stories, etc.

5. **Contact your Members of Congress:** Building a relationship with your local Members of Congress and their staff sets a foundation for influential conversations about the travel industry and its importance to your organization.
 - **Meet** with Members of Congress and their staff to discuss the state of travel in your community.
 - **Call** if you are unable to secure a meeting.
 - **Write** a letter asking lawmakers to support pro-travel policies that grow our industry or to thank them for their support.
 - **Tweet** your Member of Congress and incorporate #nttw17 to raise their awareness of why you're supporting the Faces of Travel in your community.

Toolkit resources: elected official invitation letter, proclamation, etc.

6. **Host a Local Tour:** Remind elected officials in your community about local attractions.
 - **Conduct a tour** of local attractions to your community's policymakers. This can be done via a walking tour of local landmarks, a behind-the-scenes hotel visit or through a motor coach company selling your destination's key points.
7. **Grow the Power of Travel Coalition:** Travel is composed of influential ambassadors—the people whose jobs depend on our industry and whose efforts, at a moment's notice, move members of Congress to enact critical policies.

Help U.S. Travel grow the thousands-strong Power of Travel Coalition. Submit staff rosters with email addresses to travelcoalition@ustravel.org or encourage travel professionals to join our action alerts at: www.travelcoalition.org. Questions? Contact *Michael Jacobson* at: mjacobson@ustravel.org.