



7 WAYS TO SALUTE TRAVEL DURING NTTW

1. **Rally for Travel:** Host a travel rally or event on **May 3** 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: "Travel '16." Put the "pun" in "political punditry" and create a slogan unique to your location or organization. Be sure to share why you support travel and what the industry means to your community, business and state. Make speeches, stage photos, create signs, hand out buttons and beyond.
 - **Amplify** your event through local press and use U.S. Travel resources to engage the media to show your support for travel.

Toolkit resources: Rally day overview, sample media advisory, sample press release

2. **Get Social:** Social media is an effective way to get involved in events and discussions during NTTW. Include #NTTW16 in posts to amplify your message on the NTTW social media wall.
 - Twitter: [@USTravel](#)
 - Facebook: [U.S. Travel Association](#)
 - Instagram: [ustravel_association](#)
 - LinkedIn: [U.S. Travel Association](#)

Toolkit resource: #NTTW16 tweet sheet, logos, graphics

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: Sample op-ed, sample blog post





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: Report: "Fast Forward: Travel Creates Opportunities and Launches Careers," logos, graphics

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 #NTTW16 to raise their awareness of why you're supporting Travel '16.

Toolkit resources: Sample invitation letter to Congress, sample proclamation

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.

