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

Let’s GO There

WAYS TO AMPLIFY THE INDUSTRYWIDE MOVEMENT

SEPTEMBER 1, 2020
TORI BARNES
Executive Vice President, Public Affairs and Policy
U.S. Travel Association
WHEN IT’S TIME FOR YOU, WE’LL BE READY

Let’s Go There

INDUSTRY TOOLKIT

The Movement Starts September 8

Access the Toolkit: ustravel.org/LetsGoThere
Campaign Framework: **Timing is key.**

**Phase One**
*September 8-25*
- Earned: PR kick-off post Labor Day to talk about Coalition, focus on industry professionals affected by the pandemic and how to travel safely
- Owned: Industry partners launch campaign assets across owned channels
- Paid: Paid media launches with high profile national TV, ROS cable, digital, programmatic, social and digital OOH (key cities)

**Phase Two**
*November 9-27*
- Earned: Messaging around holiday travel, options and industry-wide support of Black Friday and Cyber Monday deals
- Owned: Black Friday and Cyber Monday deals and incentives
- Paid: Paid media relaunches with ROS cable, digital, programmatic, social and digital OOH (key cities)

**Phase Three**
*December 28-January 29*
- Earned: 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
- Owned: Industry-wide roadblock and push to National Plan for Vacation Day, plus one-day flash sale
- Paid: High profile New Year content, ROS cable, and programmatic and social
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
EARNED MEDIA

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

1. August 27:
   - PR outreach begins

2. August 27-September 7:
   - Story development with top-tier media targets

3. September 8:
   - Release distributes to 1,000+ press list
   - Press conference call: 1 p.m. ET (5 speakers)
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Campaign Logo and Walk Up

When it’s time for you, we’ll be ready

Let’s Go There

The official campaign logo (also referred to as lock-up or tagline lock-up), can be used on all materials and imagery related to the Let’s Go There campaign to inspire travelers to look forward to, plan and book future travel.

The “When it’s time for you, we’ll be ready” walk up portion of the logo aims to remind Americans that this campaign is inspirational, geared toward planning and future commitment and that travel brands and businesses remain ready to welcome them when circumstances allow.
“Therefinder”

The “Therefinder” is designed to spark inspiration so travelers can see themselves in a destination or location. It also provides visual continuity among campaign assets. It can be used on campaign materials to highlight specific points of interest or activities, as pictured below.
Available Assets

1. **Coming Soon**
   - **Official campaign video (0:60):** For use on all social media platforms (Instagram, Facebook, Pinterest, Twitter, Snapchat, LinkedIn, YouTube, website)
     - Available lengths: 0:60, 0:30, 0:15, 0:06
     - Available sizes: 16:9 and 9:16
   (Note: There are several available versions of 0:30, 0:15 and 0:06)

2. **Social media graphics and sample copy:** All platforms

3. **Sample consumer outreach materials:** Digital banners, B2C website copy, newsletter copy
   - Available banner sizes: 300x250 | 160x600 | 728x90

4. **Sample partner outreach materials:** For use on B2B websites, newsletter copy

5. **Sample copy for CEO thought leadership:** For use on LinkedIn and blogs

Interested in customizing assets to include your brand name, imagery and b-roll? Contact **Sarah Shields**, director of industry communications at U.S. Travel Association (sshields@ustravel.org) for more information.

LEARN MORE ABOUT THESE ASSETS IN THE FOLLOWING PAGES >
Coming Soon: Official Campaign Video | 0:60

The official campaign video is available for use across all social media platforms.

As the flagship asset of the campaign, you are highly encouraged to share the official video on your social media channels. This video will be the foundation of the paid media efforts for the larger campaign and will be the pivotal driver of inspiration for Americans to plan and book travel.

The various lengths and sizes of the video allow flexibility for use on each social media platform.

Recommended use:
- 0:60 (speaking engagements, presentations and all platforms)
- 0:30 (all platforms)
- 0:15 (all platforms + ads)
- 0:06 (Facebook ads/Pinterest ads/YouTube ads)

(Note: There are several available versions of 0:30, 0:15 and 0:06)
Sample Social Media Copy

When posting videos or graphics to your social media platforms, use the provided sample copy for inspiration. Remember to include #LetsMakePlans in your posts.

The paid media component of the campaign will drive traffic to letsgothere.travel. However, you can use these posts to drive traffic to a planning or booking page on your site.

Use the #LetsMakePlans hashtag across all social media channels to encourage travelers to take the next step and plan. #LetsMakePlans aligns with the creative assets behind the Let's Go There campaign and enhances performance on social platforms, such as Instagram, where it is already in use with travel content.

Let's start dreaming of that next great adventure. Book now for a trip to look forward to later. #LetsMakePlans

Let's reignite our sense of wonder. Book now for a trip to look forward to later. #LetsMakePlans

Let's find a place to unpack and unwind. Book now for a trip to look forward to later. #LetsMakePlans

Additional sample copy available upon download.

TIP: Create a landing page on your site that bears the Let's Go There branding to continue the experience from your social media posts. Curate planning and inspirational content on this page that supports the overall campaign messaging.

For more ways to incorporate Let's Go There on your consumer page, see consumer website and email outreach materials.
Social Media Graphics

Six different static graphics, sized for each platform, are available to download and use. The Let's Go There participation checklist has ideas on how you can incorporate these graphics into your editorial calendar.

The logo and Therefinder can be incorporated onto your own imagery, providing you an opportunity to ingrain your brand further with the campaign.
TIP: Further connect the message to your marketing campaigns by developing posts that fit your brand voice.
Sample Social Media Copy and Graphic Use: Instagram

Tips and Recommendations

General
- Consider adding letsgothere.travel as the URL in your bio on key dates (such as the homepage takeovers on September 8 and 22) during the campaign
- Add #LetsMakePlans to all posts
- Work in daily hashtags: #MondayMotivation or #WanderlustWednesday to join popular conversations
- Engage with other brands and organizations using the hashtag to show unity across the industry by liking and commenting on relevant posts
- In stories, incorporate Let’s Go There into Instagram Reels and/or polls or quiz stickers

Image Size and Video Length Best Practices
- In feed image: Square 1:1
- In feed video: Horizontal 16:9 | 0:30
- Story image: Horizontal 9:16
- Story video: Horizontal 9:16 | 0:06, 0:15
- In feed video ads: Maximum 0:60
- Story video ads: Maximum 0:15

Let’s start dreaming of that next great adventure. Book now for a trip to look forward to later. #LetsMakePlans
Homepage Takeover

On September 8 and 22, the collective industry will participate in a homepage takeover to expand the visibility and reach of the campaign. Travelers will experience the united front of the industry as they search for inspiration and plan future travel.

For ideas on how to get involved, download the Homepage Takeover Guide.

TIP: To help with unity across the industry, we recommend updating your social media cover photos on September 8 and 22, the same days as the Homepage Takeover, to include the Let's Go There logo. Download images below (options available):

- Facebook
- Pinterest
- Twitter
Display Banners

An animated hero display banner is available for use on your website or newsletters in a variety of sizes.

HTML5 Sizes: 300x250 | 160x600 | 728x90

TIP: Incorporate these animated digital banners onto your website for the Let's Go There campaign homepage takeover on September 8 and 22.
Incorporate the Let's Go There logo on your website with the below sample copy or consider creating a dedicated landing page that includes inspiration and travel deals. Also consider adding the logo to your consumer outreach emails, such as loyalty programs, and newsletters alongside copy that inspires planning and future booking.
Incorporate information about the Coalition and campaign on your webpages dedicated to your partners/stakeholders to encourage their participation. Also consider including information in your communications to your partners/stakeholders and trade distribution lists.
Sample Thought Leadership Copy for CEO or CMO

Publishing content on LinkedIn will help elevate the Let’s Go There Coalition to a broader audience, demonstrating the importance of the campaign to the industry, American jobs and the economy by showing it has the attention and commitment of high profile travel leaders.

Looking for a branded header image? Use one of the sample social media graphics.

This sample copy can also be used for a blog on your company’s website or pitched to a community newspaper as an op-ed.

When the Time is Right, We’ll Be Ready.

The coronavirus pandemic has shifted the lives of every American, upending all normalcy—and from a business perspective, the travel industry has been one of the hardest hit. The latest travel data reflects the dire situation our industry continues to face, but it is our day-to-day realities that feel the true
Questions?

Contact us at info@letsgothere.travel and a member of our team will be happy to assist.

Follow the Let's Go There Coalition on Social Media:

- Instagram: @LetsGoThereCoalition
- Facebook: @LetsGoThereCoalition
- Pinterest: Let's Go There Coalition
- Twitter: @LGTCoalition
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<th>SEPTEMBER 8-13</th>
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<tr>
<td>September 8: Campaign Launch and Homepage Takeover</td>
<td>Create an Instagram story with #LetsMakePlans</td>
<td>September 22: Homepage Takeover on the First Day of Fall</td>
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<td>• Feature Let’s Go There on your website homepage (above the fold)</td>
<td>• Share the Let’s Go There video on Facebook as a premiere</td>
<td>• Create a Let’s Go There splash page for your website.</td>
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<td>• Update social media banner image to include Let’s Go There branding</td>
<td>• Engage with other participants in the Let’s Go There campaign by liking, commenting or Retweeting content via the #LetsMakePlans hashtag</td>
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<td>Include Let’s Go There messaging in a newsletter or loyalty program email</td>
<td>• Use #LetsMakePlans at least twice on Facebook and Twitter throughout the week</td>
<td>Push Let’s Go There branded images on your Pinterest page to support the campaign</td>
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<td>Publish a blog or a LinkedIn article authored by your CEO/CMO, sharing why the industrywide message is so important and encouraging others to support the campaign</td>
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<td>Alert stakeholders of when the Let’s Go There campaign will resume and encourage them to stay involved by visiting ustravel.org/LetsGoThere</td>
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Let’s Go There, Soon

Industry Toolkit

The Movement Starts September 8

Access the Toolkit: ustravel.org/LetsGoThere
BRIAN KING
Global Officer, Digital, Distribution, Revenue Strategy & Global Sales
Marriott International
Owned channel placements should amplify the paid & earned campaign support by:

- Linking to campaign video assets on YouTube or letsgothere.travel
- Linking to company promotion/content that incorporate campaign logo, tagline, and/or hashtag

Physical location support (e.g. Hotel, Retail, etc)
OWNED CHANNEL PLACEMENTS - EMAIL

- Customer Email
- Employee intranet featured placement
- Email to employees (e.g. CEO message or video)
- Internal Stakeholder Building
  - CEO LinkedIn
  - Customer Engagement Centers
  - Communication to General Managers/Unit Managers
OWNED CHANNEL PLACEMENTS – SOCIAL MEDIA

Social media post and/or sharing
Let’s Go There Coalition’s social post

Option to post on more social networks

Let’s find a place to unpack and unwind. Book now for a trip to look forward to later. #LetsMakePlans
CAROLINE BETETA
President and CEO
Visit California
‘Let’s Go There, Soon’
U.S. and California Weekly Consumer Sentiment Indices

- Mindset towards resuming activities (SMARInsights)
- Mindset toward travel and readiness to travel (Destination Analysts)

Source: SMARInsights and Destination Analysts
VisitCalifornia.com

• Updated homepage header
• Updated Responsible Travel Hub hero image
Social Media
E-Newsletter

• Dedicated send on launch day
• Regional sends throughout Sept.
• Highlight U.S. Travel assets
California Now Podcast

• “Let’s Go There, Soon” messaging incorporated into episodes
Industry Guidance

- Editorial guidance on how to incorporate messaging
- How to guides to adapt the campaign into existing content strategy
- Sample social posts that align with California consumer sentiment
Industry & Trade Newsletters

- Emphasize how others can get involved
- Share U.S. Travel's tool kit and fundraising deck

Get Involved with the 'Let’s Go There' Campaign

Earlier this year, Visit California along with a group of U.S. travel leaders – under the leadership of U.S. Travel Association - came together to form the "Let’s Go There" Coalition, focused on rebuilding the nation's travel industry. Together the Coalition developed a plan to reignite a sense of wanderlust and inspire Americans to look ahead to their next adventure when the time is right.

The U.S. Travel Association will launch the "Let’s Go There” campaign
CASANDRA MATEJ
President and CEO
Visit San Antonio
BE INSPIRED. BE CURIOUS. BE HUNGRY...

San Antonio, the city of enchantment, is a city rich in history, culture, and culinary delights. The city is known for its vibrant arts scene, delicious cuisine, and beautiful architecture. San Antonio is a city that is always on the move, with something new to discover every day.

We are excited to welcome you to our city and to share with you the many wonderful experiences that San Antonio has to offer. Whether you are looking for a fun-filled family vacation or a romantic getaway, San Antonio has something for everyone.

We hope that your visit to San Antonio will be a memorable one, and that you will fall in love with our city as we have. We look forward to seeing you soon!
# THANK YOU TO OUR OFFICIAL SPONSORS

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