

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

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



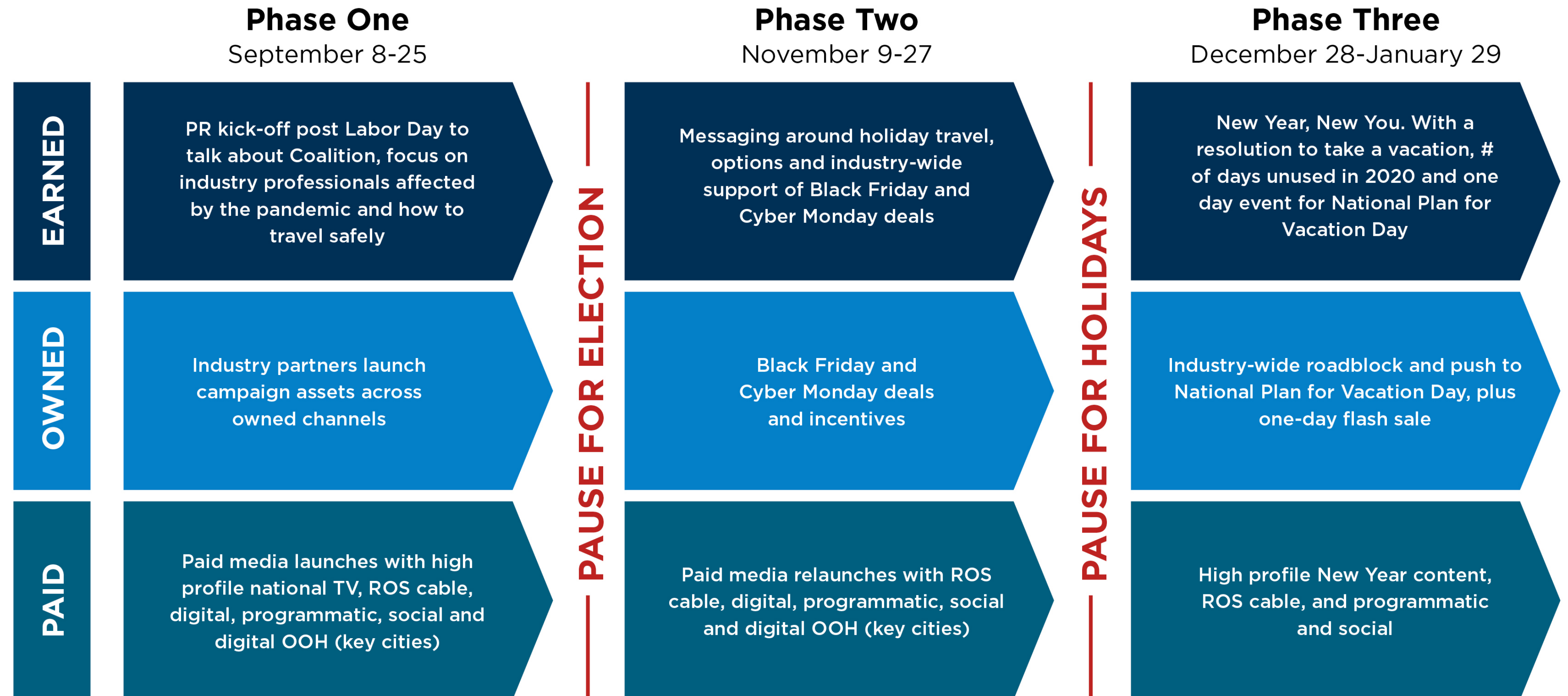
Accor
Airlines for America
Alabama Tourism Department
Amazon
American Airlines
American Express
American Hotel & Lodging
Association
ARDA
ASAE
Aspen Chamber Resort
Association
ASTA
Best Western
Big Sky Chamber of Commerce
Brand USA
Bustle Media
BWH Hotel Group
Chase
Choice Hotels
Delta

Dentsumcgarrybowen
Destination DC
Discover Puerto Rico
Discover The Palm Beaches
Disney
EcoLab
Enterprise Holdings
Expedia Group
Experience Sioux Falls
Explore Asheville
Explore Minnesota Tourism
Freeman
Google
High Lantern Group
Hilton
Hilton Head Island-Bluffton
Chamber of Commerce & CVB
Hyatt
IAAPA
IAEE

iHeart Radio
IHG
JetBlue
Las Vegas Convention & Visitors
Authority
Loews Hotels
Longwoods International
Los Angeles Tourism & Convention
Board
Marriott
MVCI
National Limo Association
New Orleans & Company
NYC & Company
Pepsi
Raytheon Technologies
Sabre
San Francisco International
Airport
Seaworld
SISO

South Dakota Department of
Tourism
Tauck World Discovery
Travel Oregon
Travel South USA
United Airlines
Universal Parks & Resorts
US Chamber
US Travel
Visa
Visit Austin
Visit California
Visit Florida
Visit North Carolina
Visit San Antonio
Visit Tampa Bay
Vist Spokane
Walnut Hill Media
World Cinema
Wyndham

Campaign Framework: **Timing is key.**



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)



SARAH SHIELDS

Director, Industry Communications
U.S. Travel Association

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Campaign Logo and Walk Up

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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.

The “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
(Note: There are several available versions of 0:30, 0:15 and 0:06)

Available sizes: 16:9 and 9:16
- 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 >

1

Coming Soon: Official Campaign Video | 0:60

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

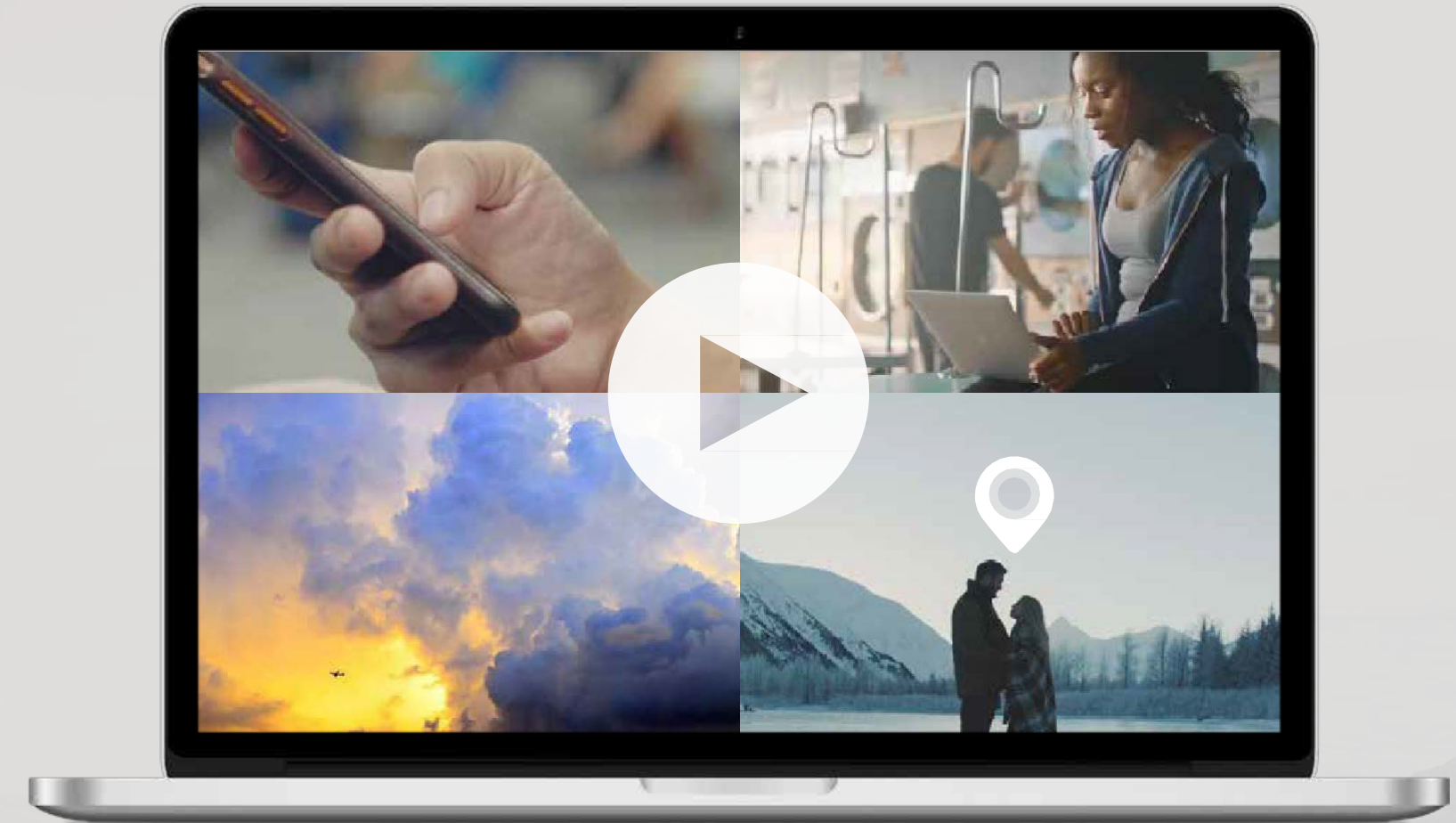
As the flagship asset of the campaign, you are highly encouraged to share the official video on your social media channels. This video will be the foundation of the paid media efforts for the larger campaign and will be the pivotal driver of inspiration for Americans to plan and book travel.

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)



2

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](#).

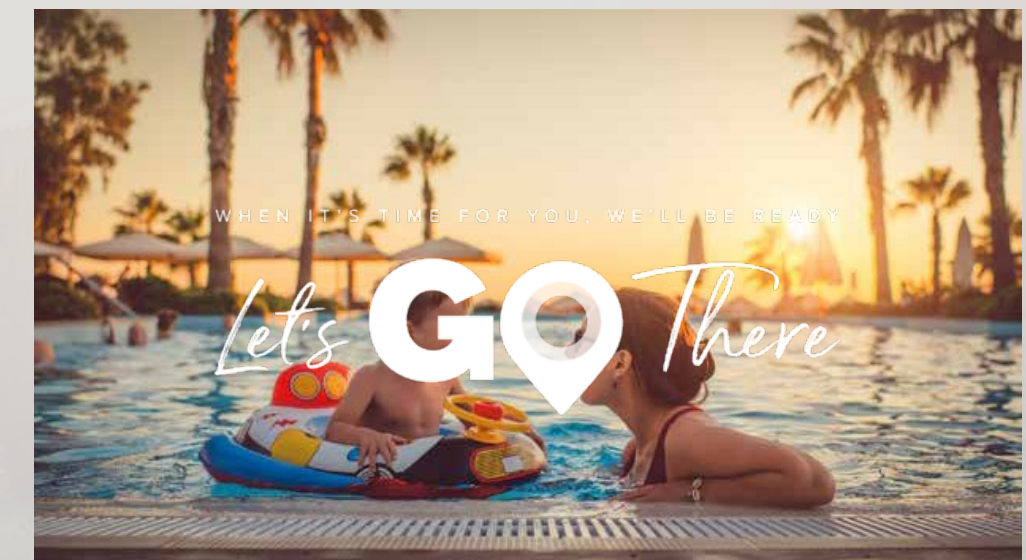
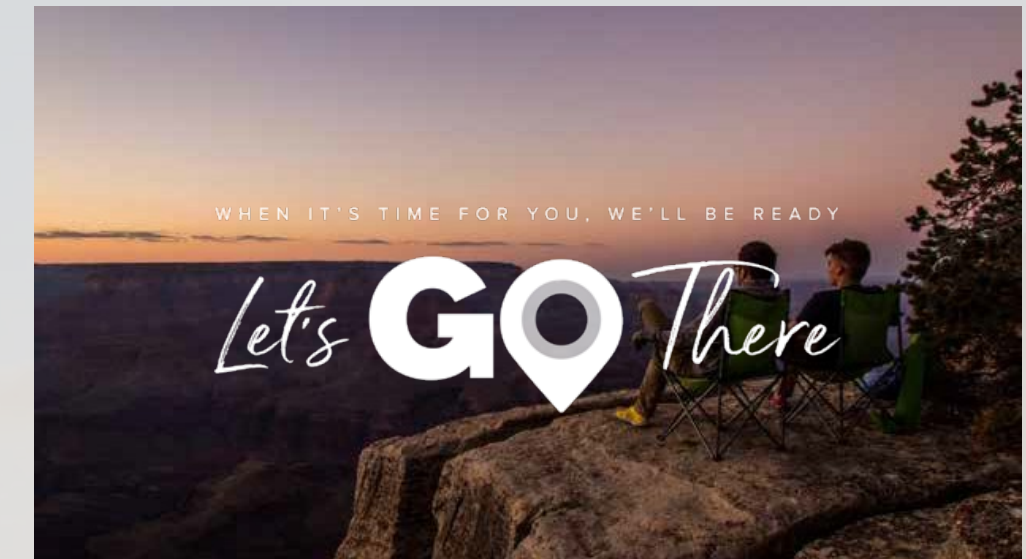
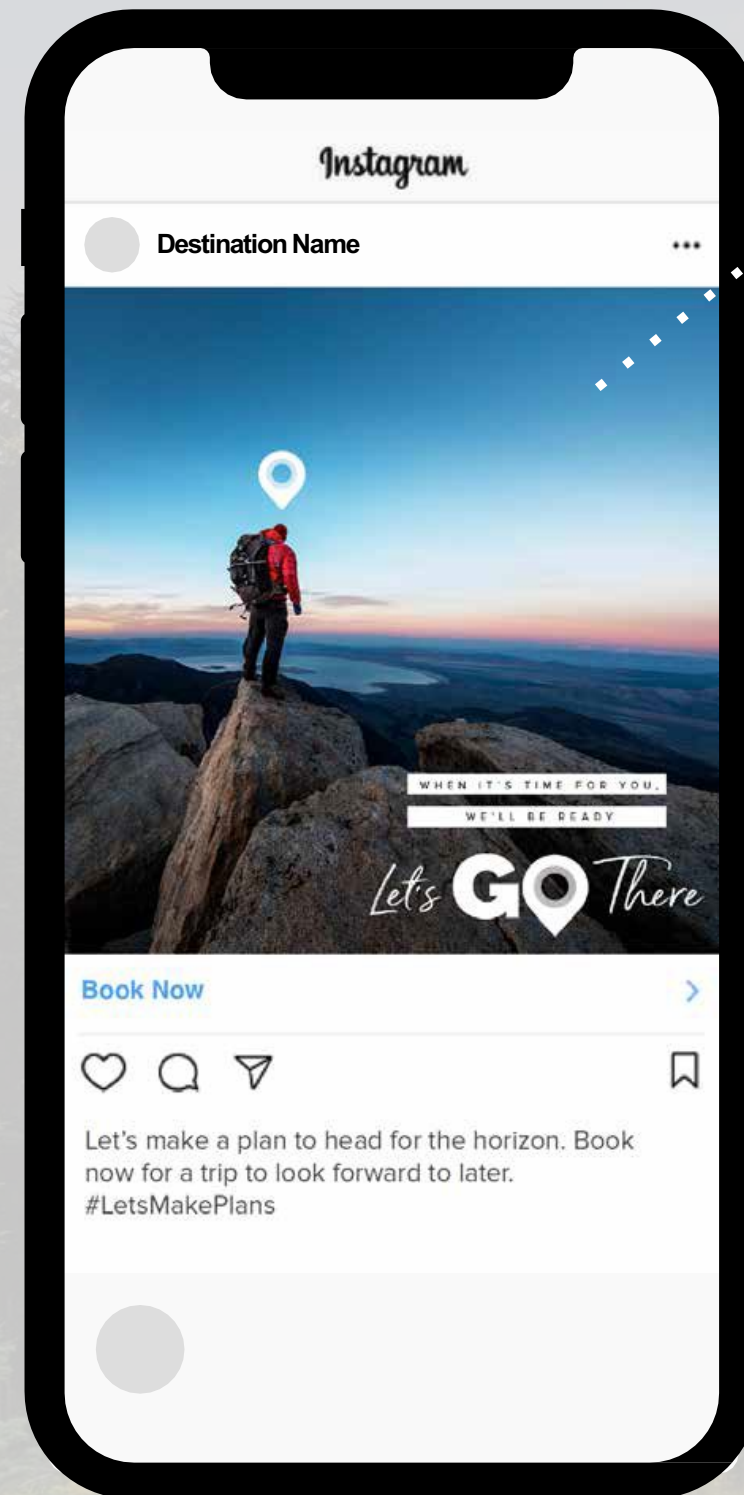
TIP: Create a landing page on your site that bears the Let's Go There branding to continue the experience from your social media posts. Curate planning and inspirational content on this page that supports the overall campaign messaging.

For more ways to incorporate Let's Go There on your consumer page, see [consumer website and email outreach materials](#).

2 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.

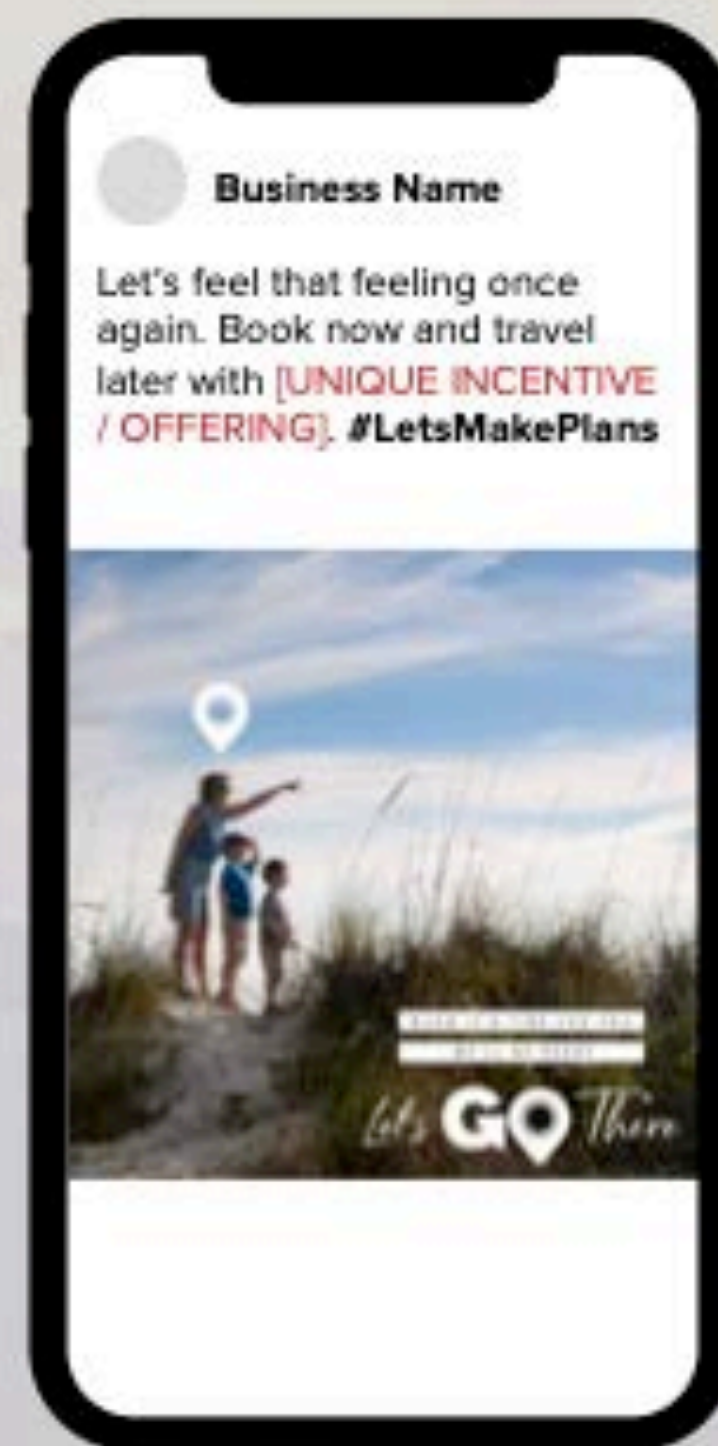
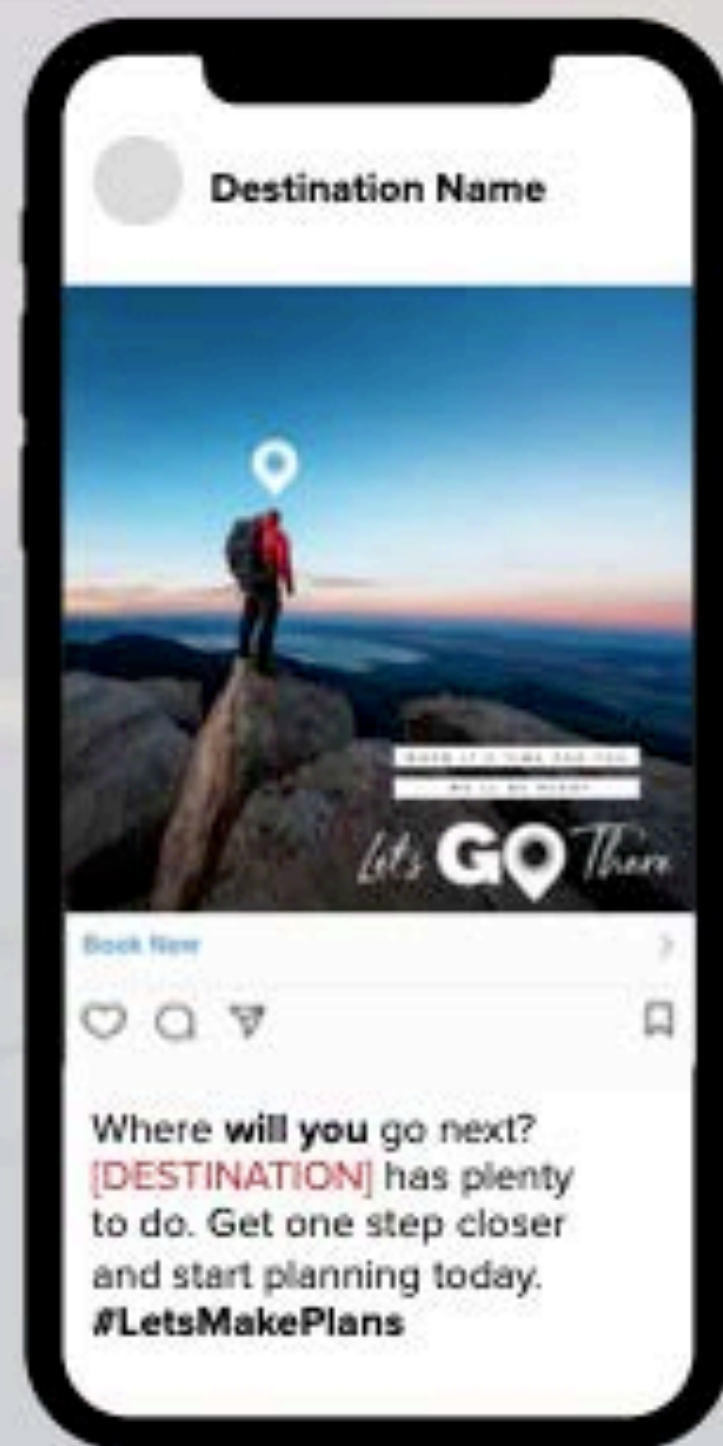
The [logo](#) and [Therefinder](#) can be incorporated onto your own imagery, providing you an opportunity to ingrain your brand further with the campaign.



2

Sample Personalized Social Media Post Copy | All Platforms

TIP: Further connect the message to your marketing campaigns by developing posts that fit your brand voice.



2

Sample Social Media Copy and Graphic Use: Instagram



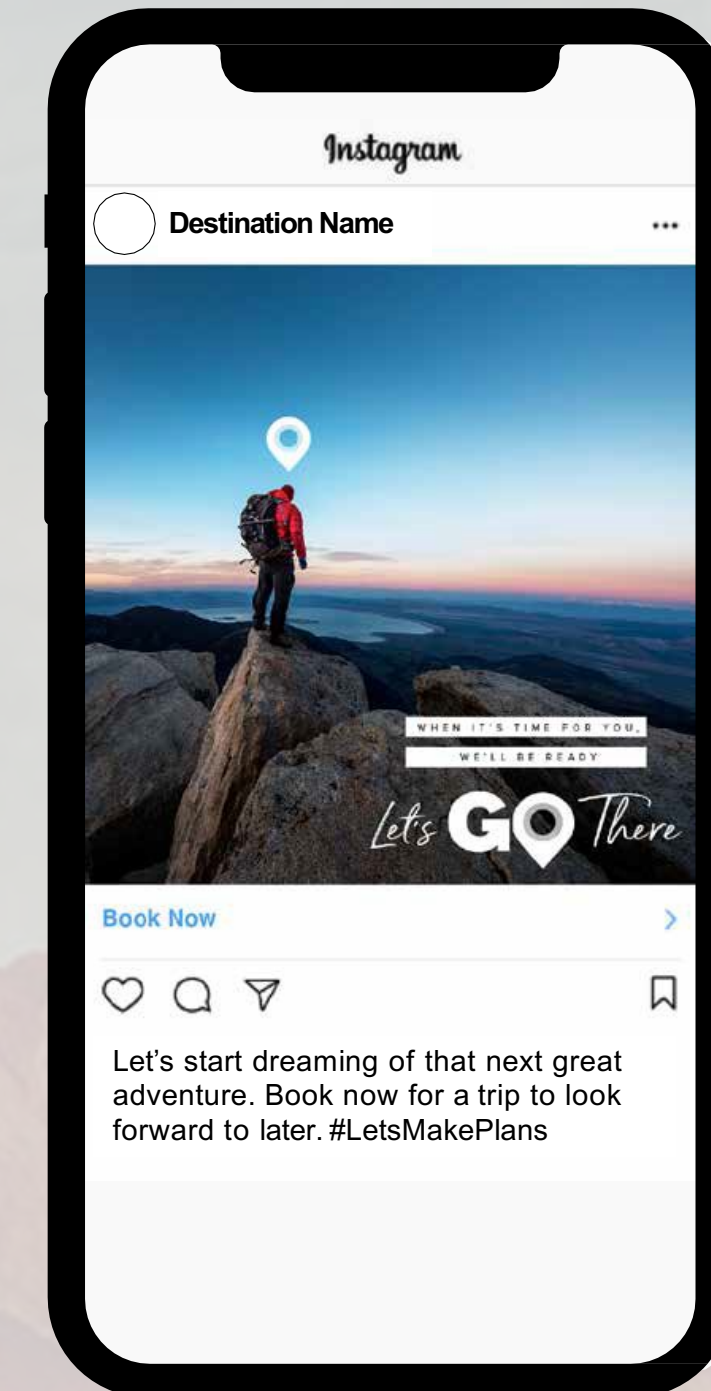
Tips and Recommendations

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



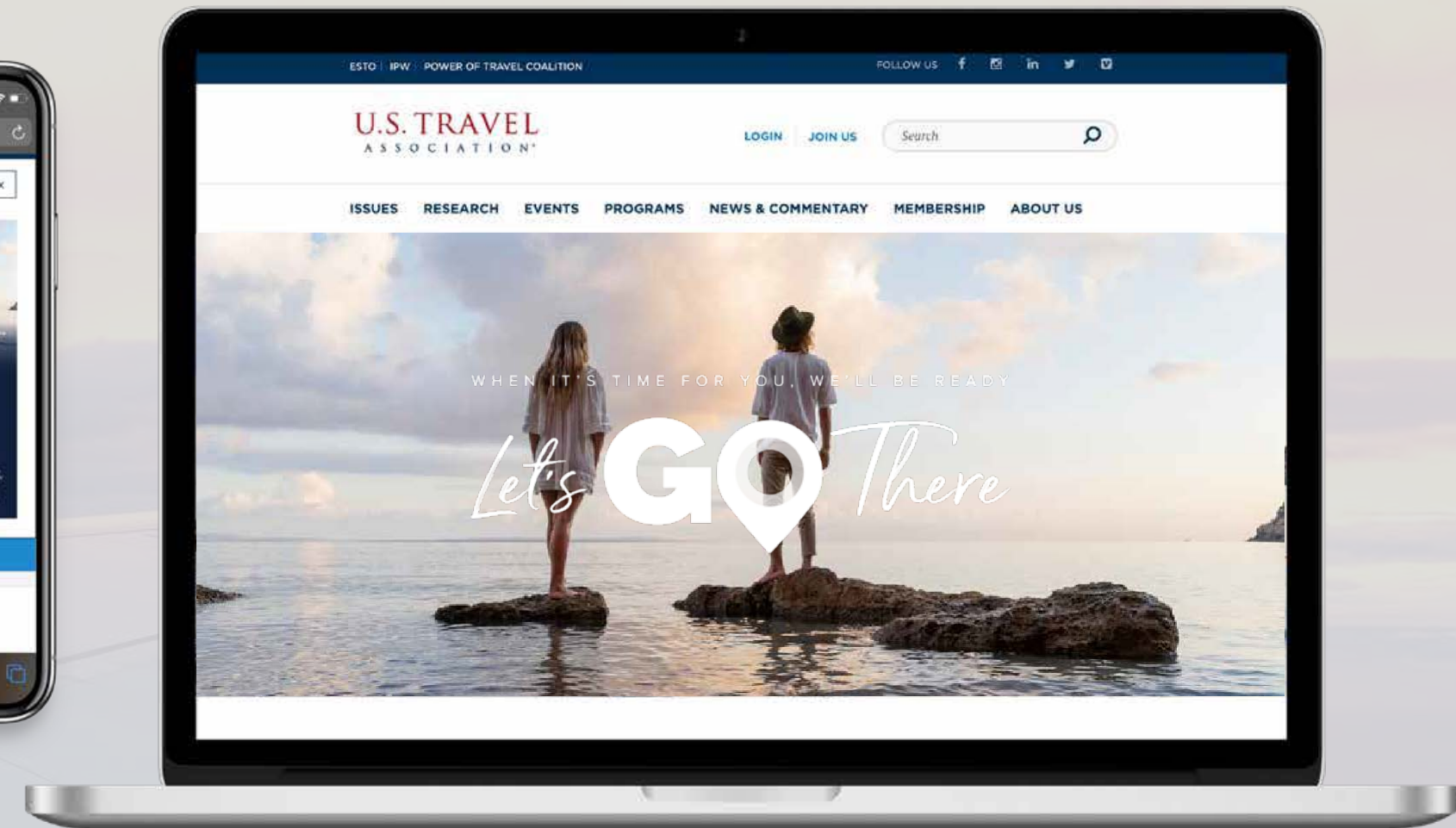
3 Homepage Takeover

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](#)

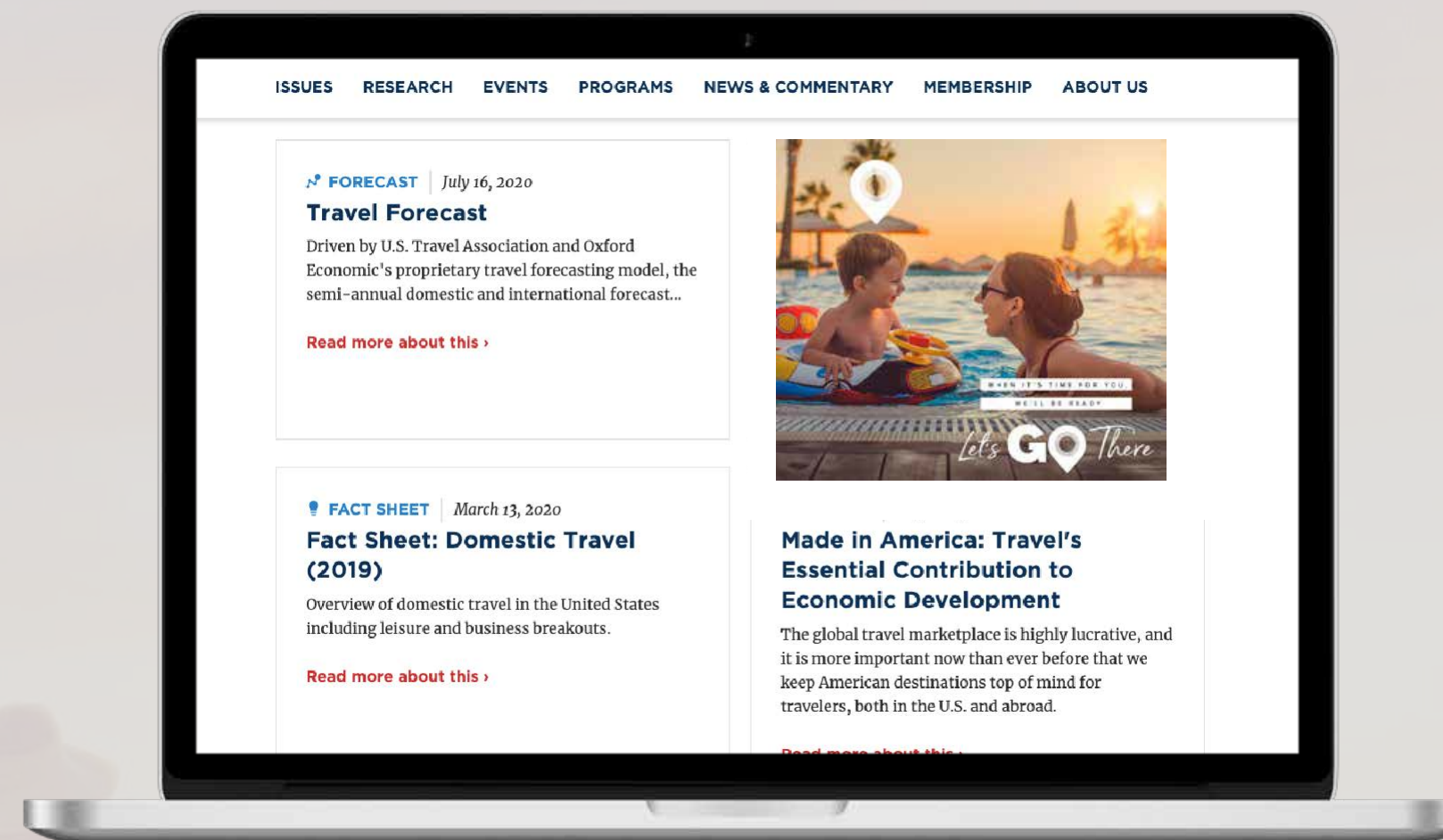


3 Display Banners

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.



300x250



160x600



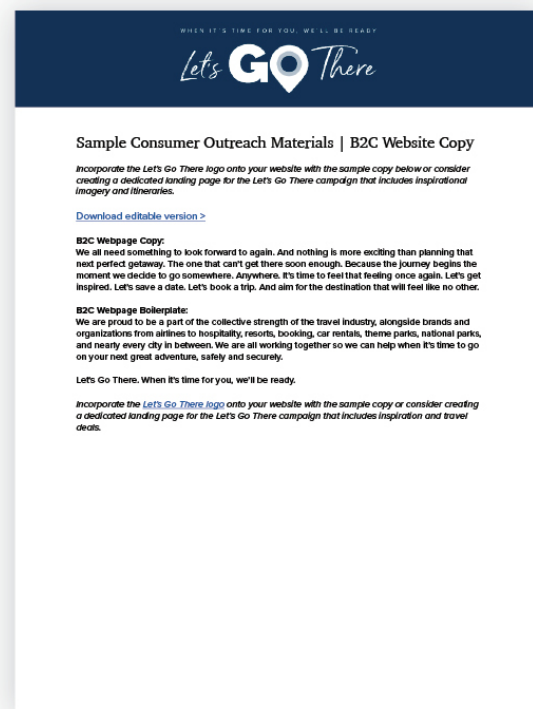
728x90



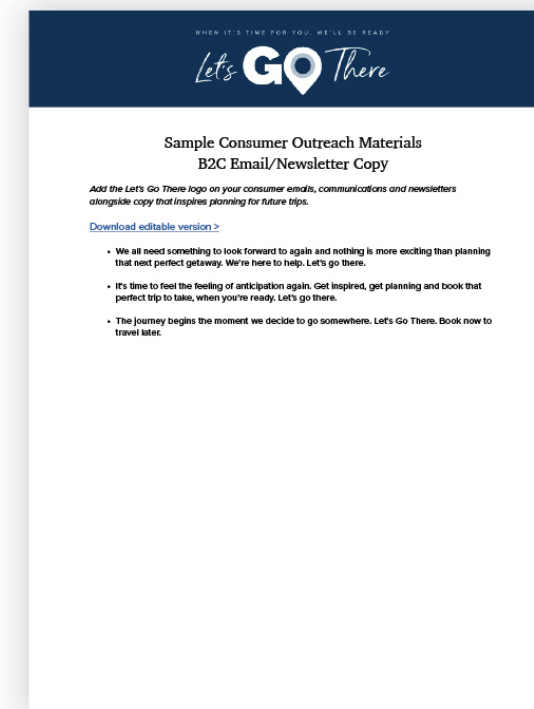
3 Sample Consumer Outreach Materials | B2C Copy

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

B2C Website Copy



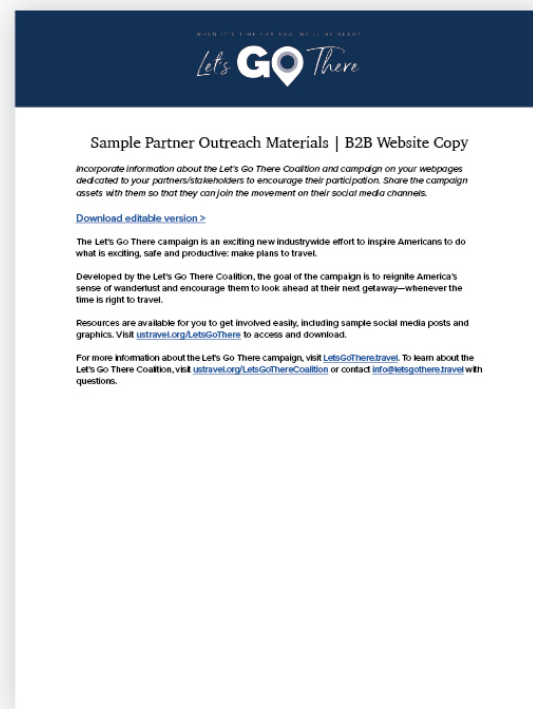
B2C Email/Newsletter Copy



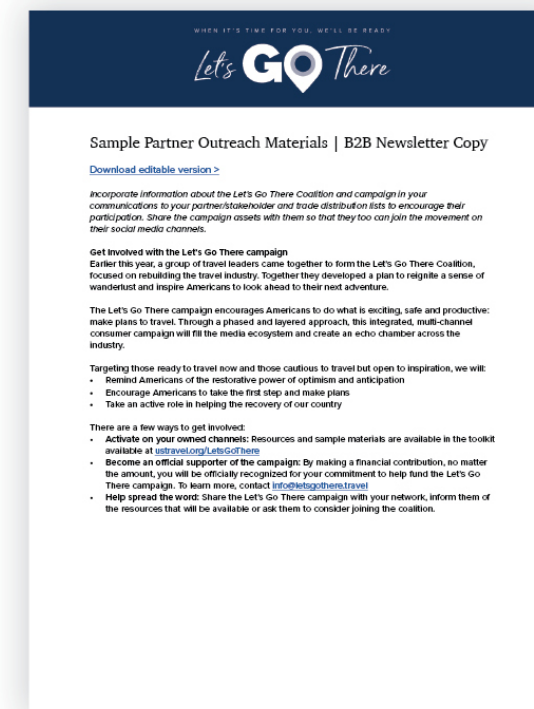
4 Sample Consumer Outreach Materials | B2B Copy

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.

B2B Website Copy



B2B Email/Newsletter Copy



5

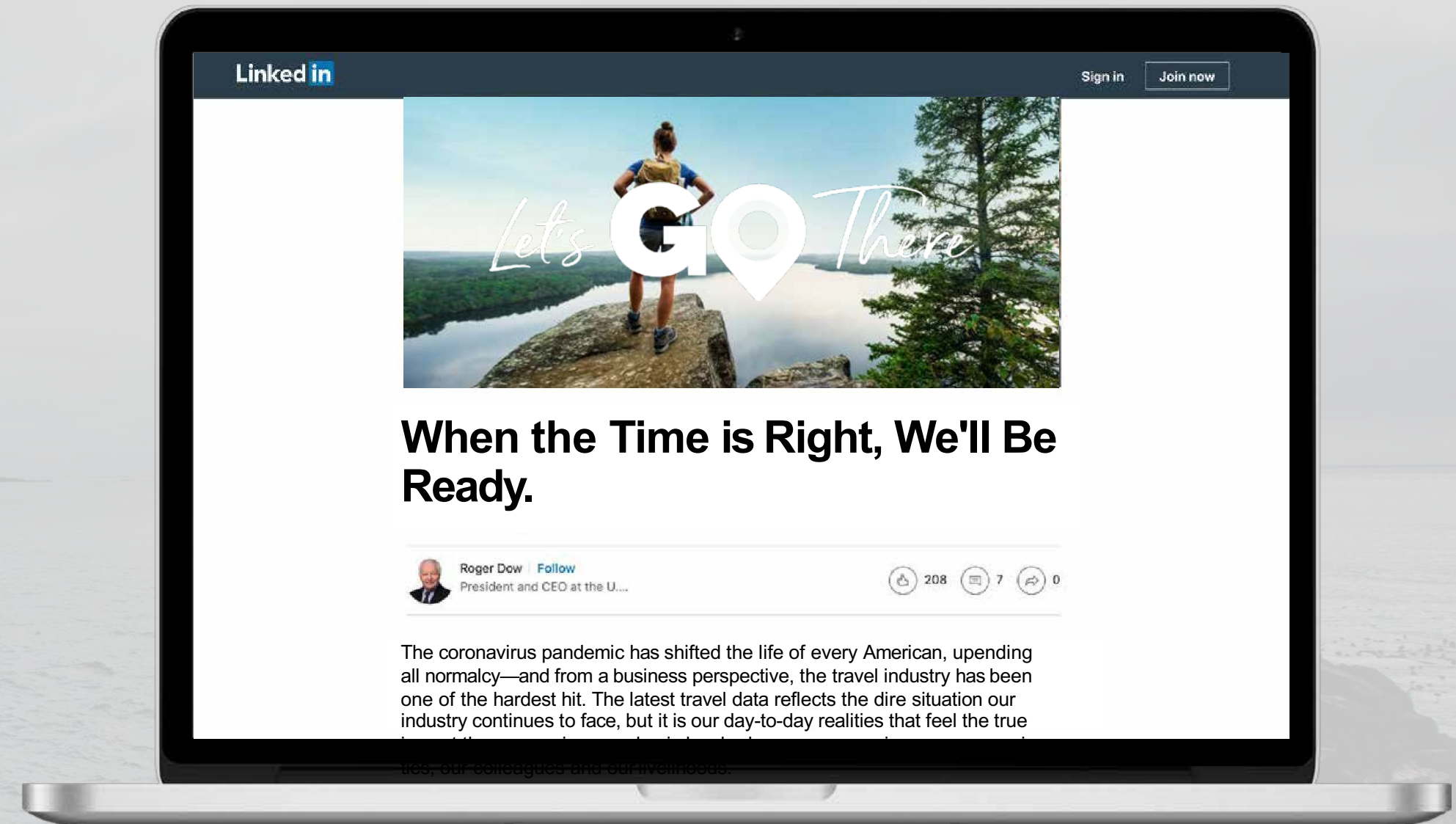
Sample Thought Leadership Copy for CEO or CMO



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.



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](https://www.instagram.com/LetsGoThereCoalition)

 **Facebook:** [@LetsGoThereCoalition](https://www.facebook.com/LetsGoThereCoalition)


 **Pinterest:** [Let's Go There Coalition](https://www.pinterest.com/LetsGoThereCoalition)

 **Twitter:** [@LGTCoalition](https://twitter.com/LGTCoalition)



Participation Checklist


SEPTEMBER 8-13

- ☐  **September 8: Campaign Launch and [Homepage Takeover](#)**
 - Feature **Let's Go There** on your website homepage (above the fold)
 - Update social media banner image to include **Let's Go There** branding
- ☐ Include **Let's Go There** messaging in a [newsletter](#) or loyalty program [email](#)
- ☐ 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
- ☐ Use **#LetsMakePlans** at least twice on Twitter and Instagram throughout the week

SEPTEMBER 14-20

- ☐ Create an Instagram story with **#LetsMakePlans**
- ☐ Share the Let's Go There video on Facebook as a premiere
- ☐ Engage with other participants in the Let's Go There campaign by liking, commenting or Retweeting content via the **#LetsMakePlans** hashtag
- ☐ Use **#LetsMakePlans** at least twice on Facebook and Twitter throughout the week

SEPTEMBER 21-27

- ☐  **September 22: [Homepage Takeover](#) on the First Day of Fall**
 - Create a **Let's Go There** [splash page](#) for your website.
 - Update social media banner image to include **Let's Go There** branding
- ☐ Push [Let's Go There branded images](#) on your Pinterest page to support the campaign
- ☐ Alert stakeholders of when the **Let's Go There** campaign will resume and encourage them to stay involved by visiting ustravel.org/LetsGoThere
- ☐ Use **#LetsMakePlans** at least twice on Instagram and Facebook throughout the week

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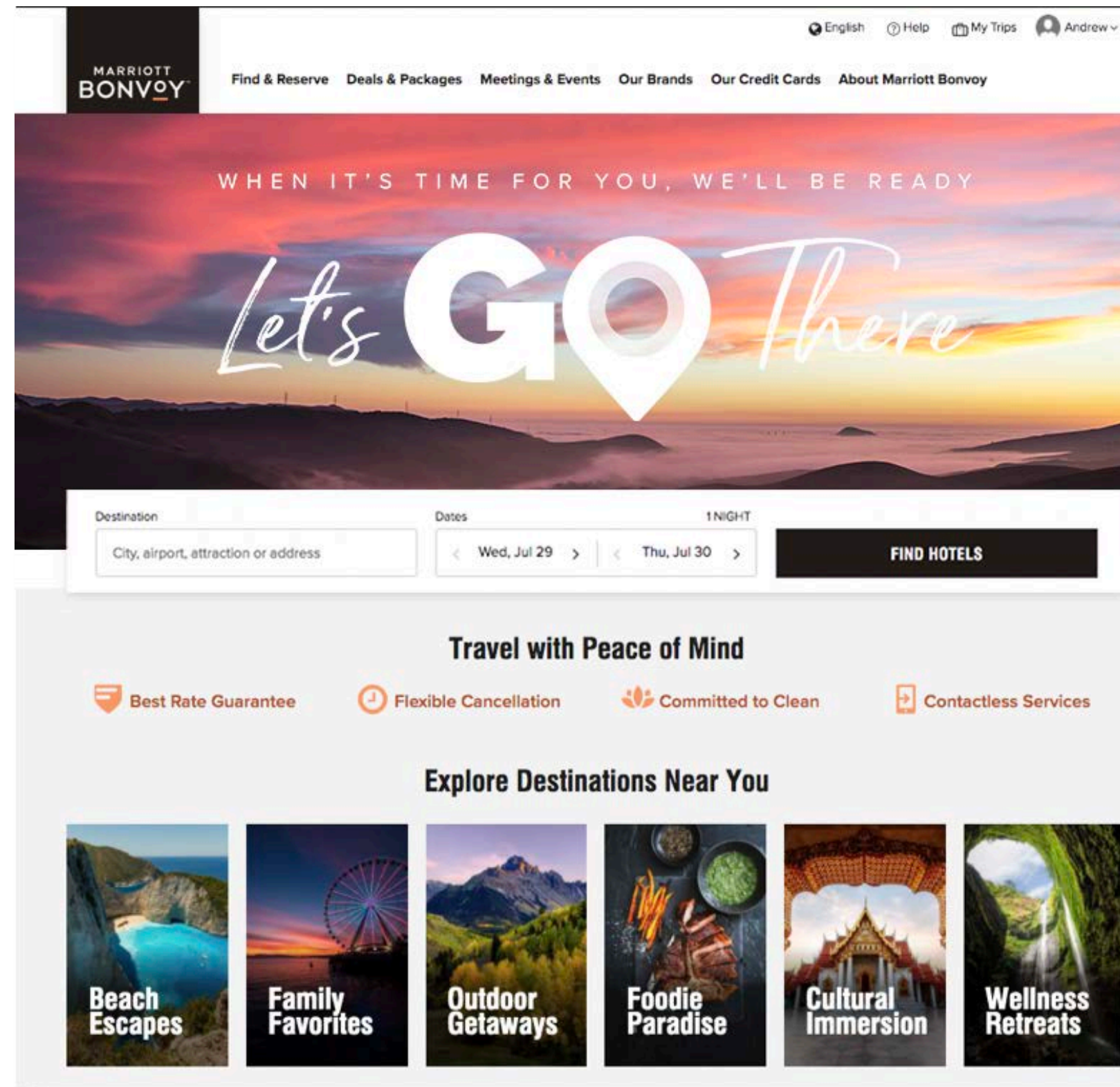
BRIAN KING

Global Officer, Digital, Distribution,
Revenue Strategy & Global Sales
Marriott International

OWNED CHANNEL PLACEMENTS - DIGITAL

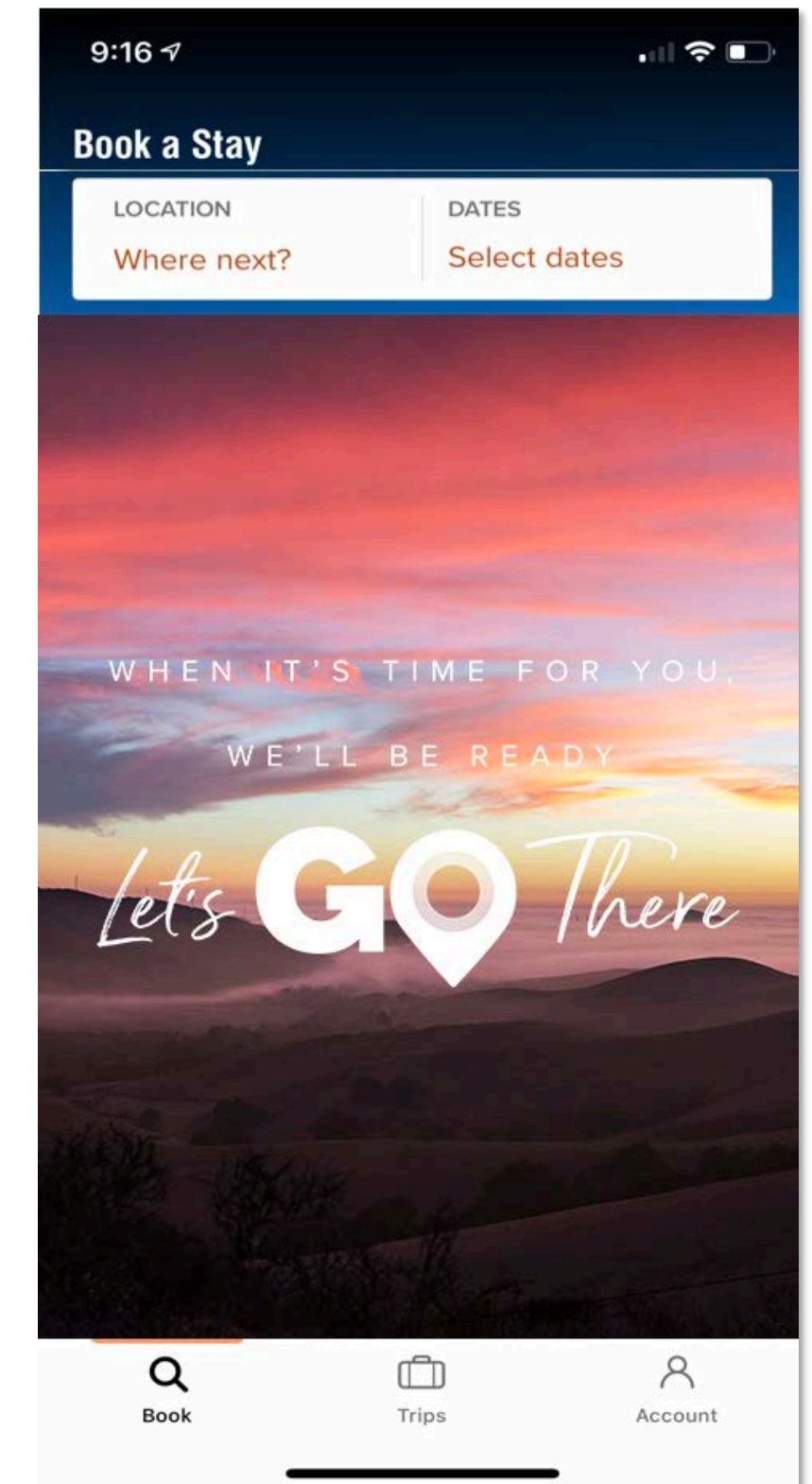
- Owned channel placements should amplify the paid & earned campaign support by:
 - Linking to campaign video assets on YouTube or letsgothere.travel)
 - Linking to company promotion/content that incorporate campaign logo, tagline, and/or hashtag
- + Physical location support (e.g. Hotel, Retail, etc)

Website Homepage



MARRIOTT
BONVOY™

Mobile

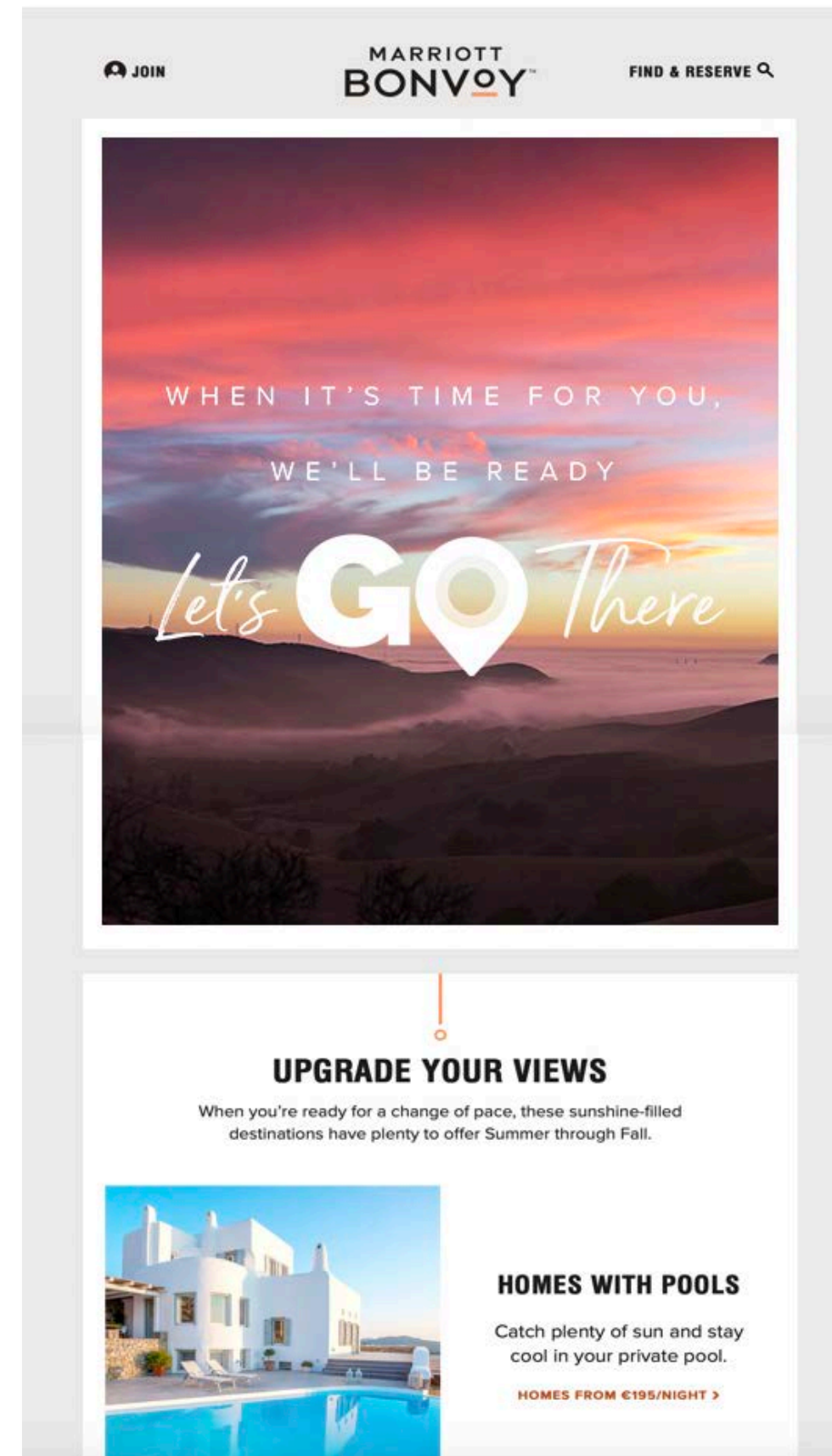


OWNED CHANNEL PLACEMENTS - EMAIL



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

- + 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





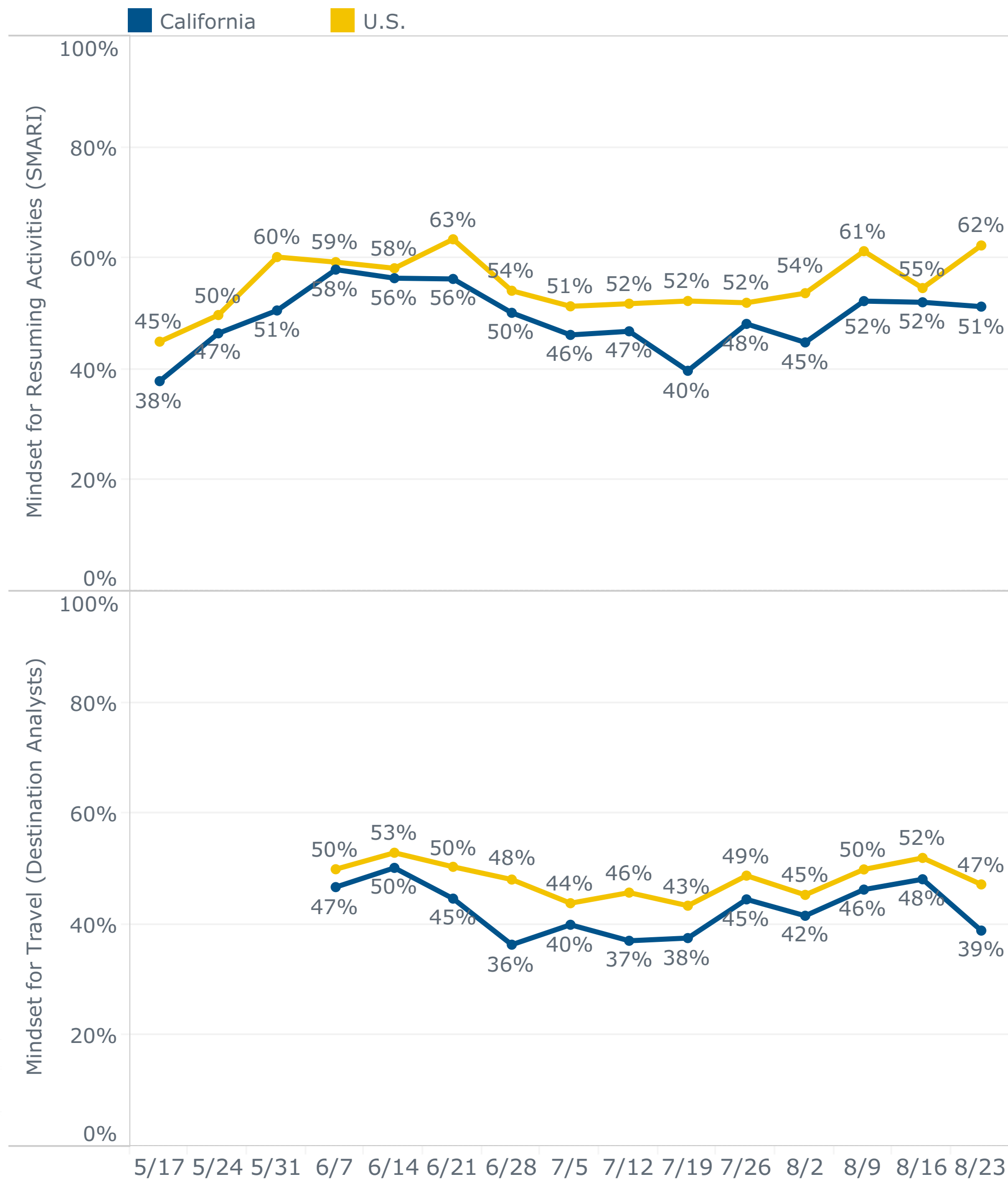
CAROLINE BETETA

President and CEO
Visit California

visit
California

‘Let’s Go There, Soon’





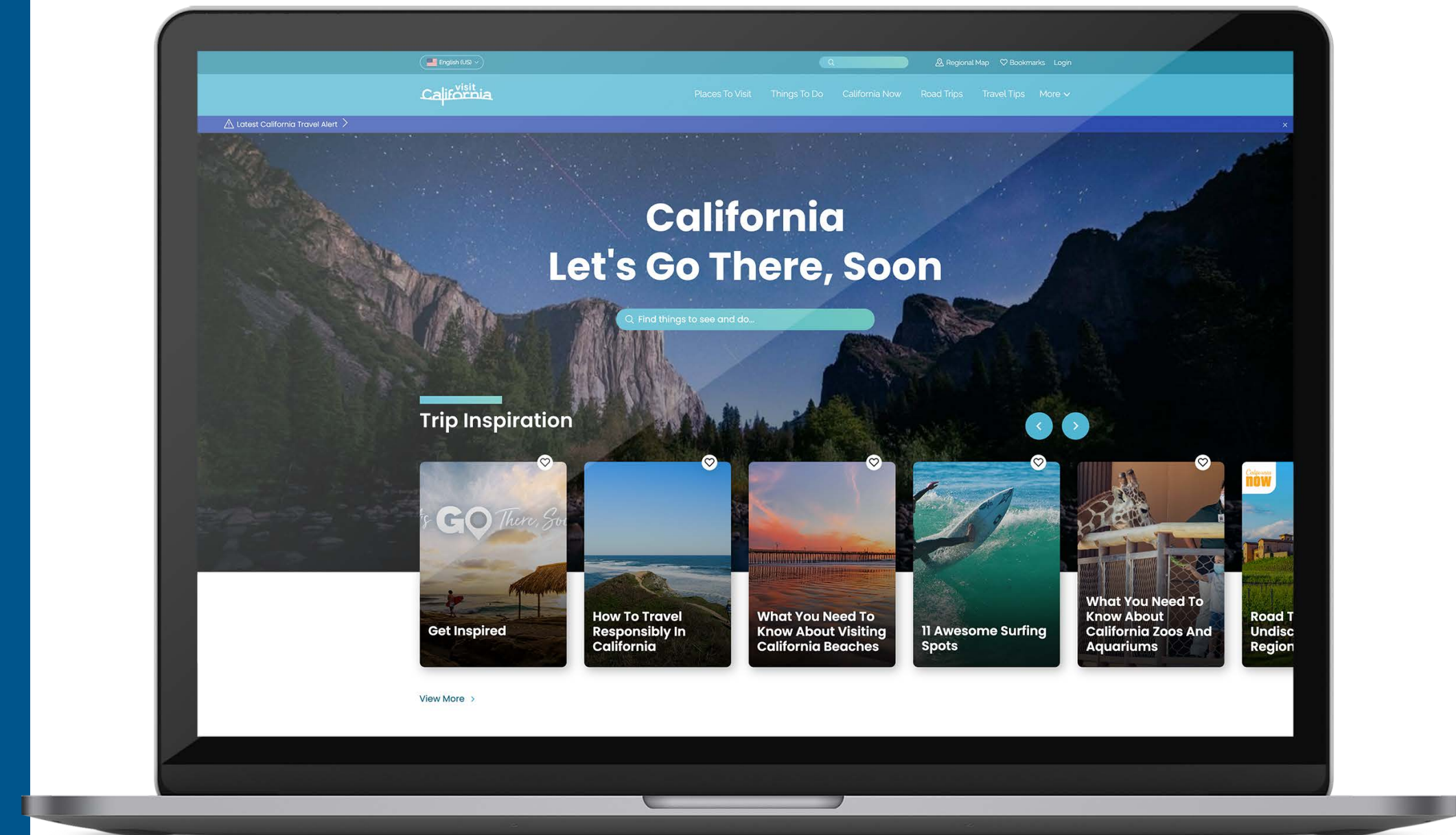
U.S. and California Weekly Consumer Sentiment Indices

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

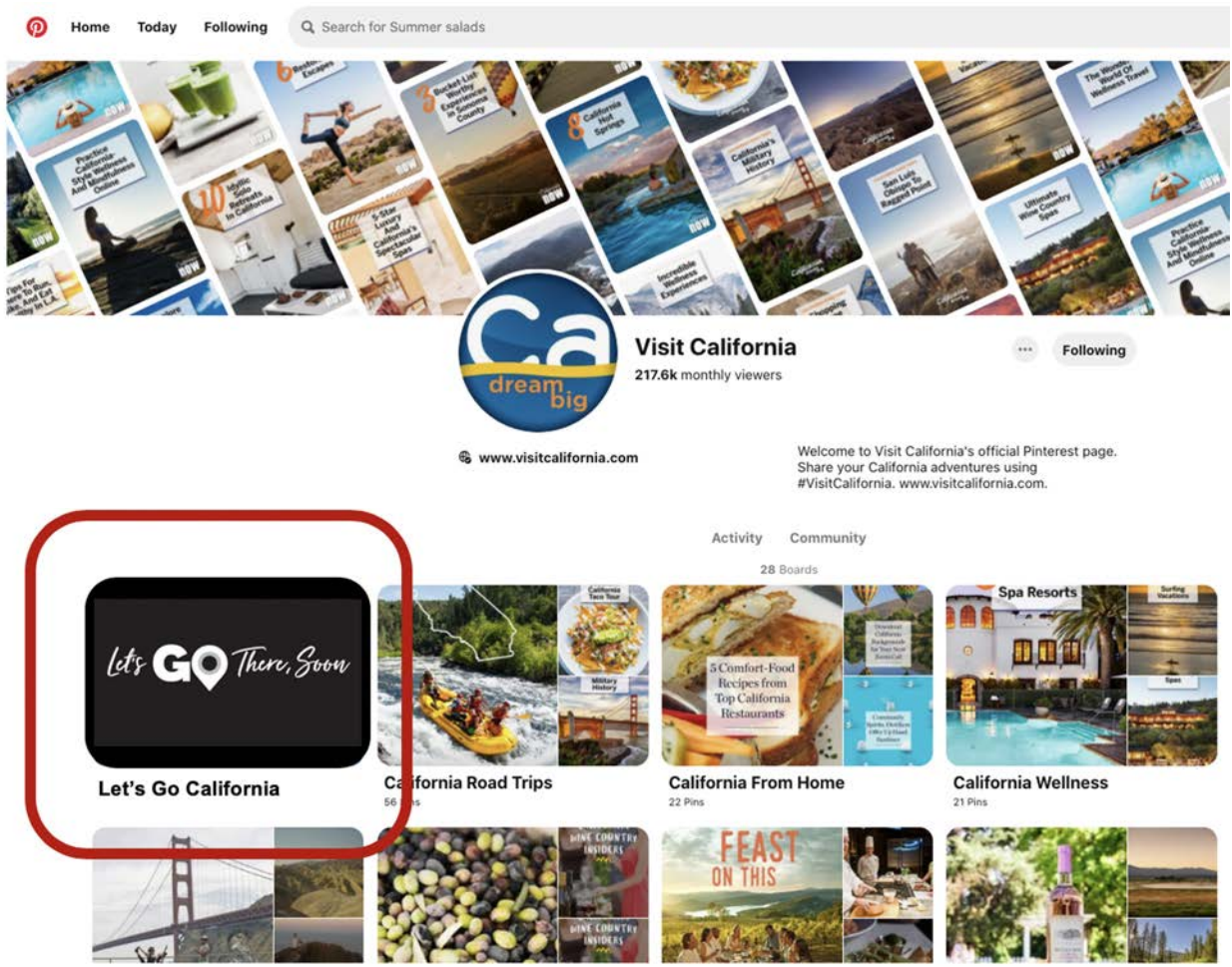
Source: SMARInsights and Destination Analysts

VisitCalifornia.com

- Updated homepage header
- Updated Responsible Travel Hub hero image

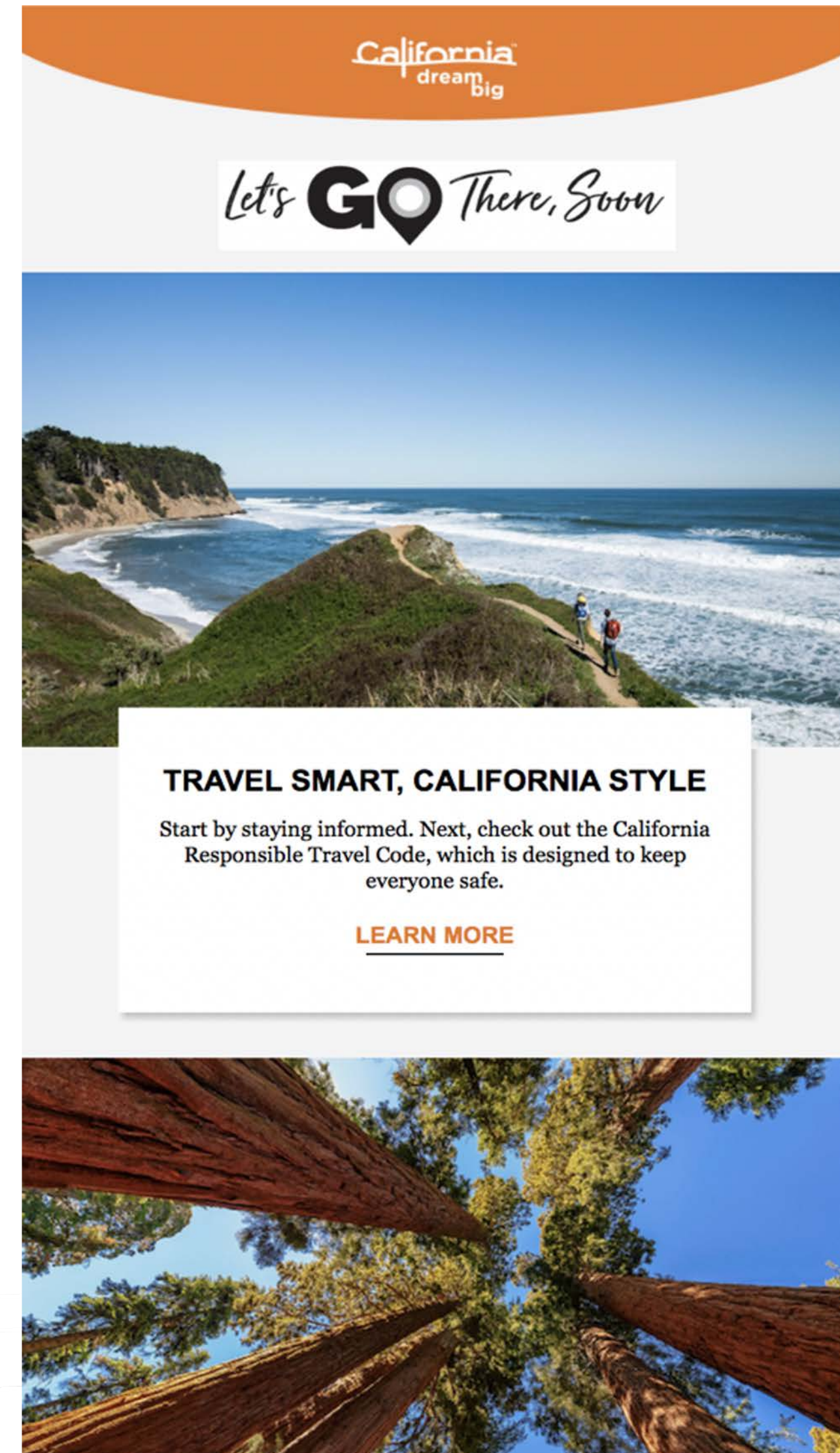


Social Media



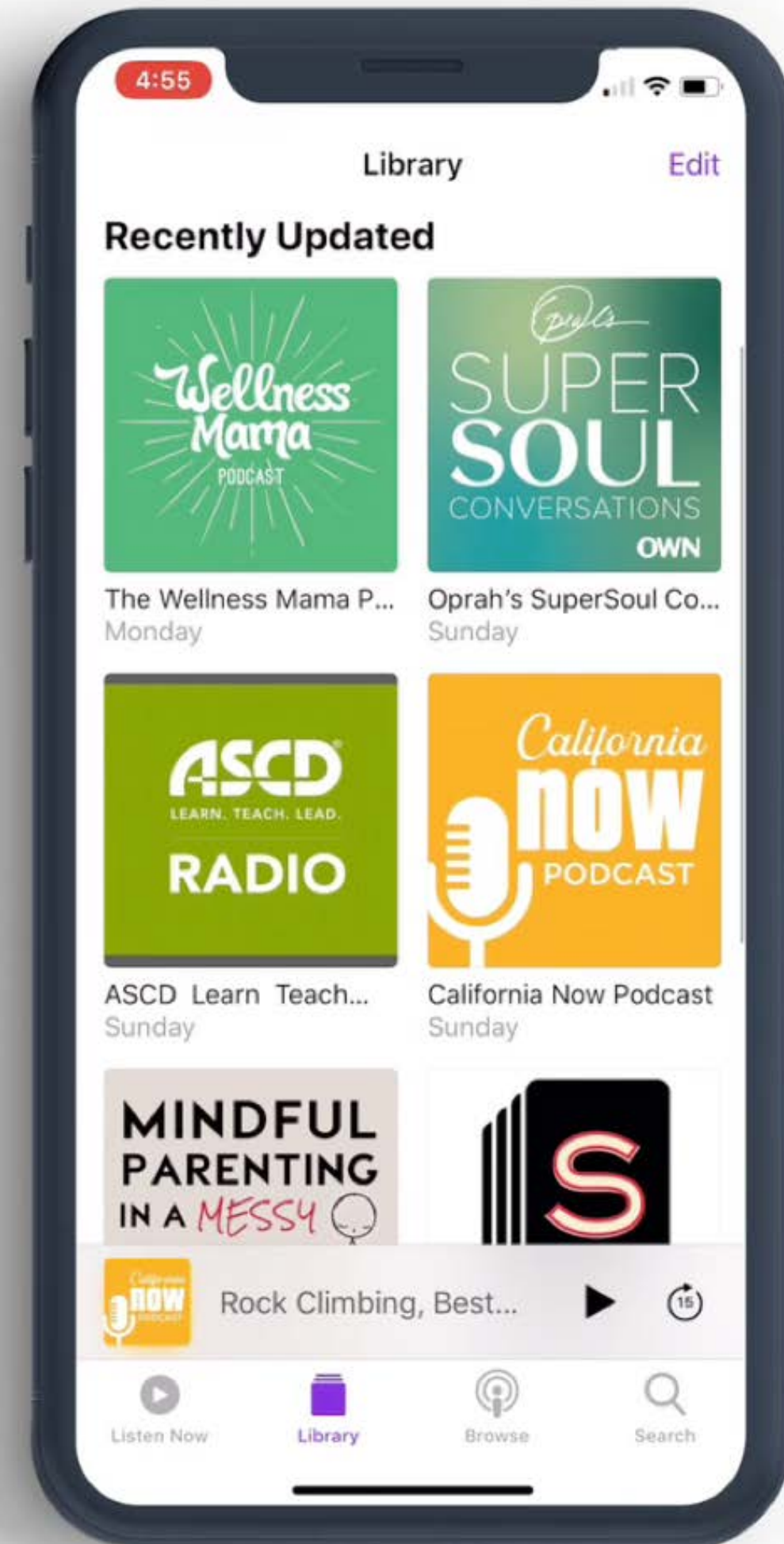
E-Newsletter

- 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



BOOK NOW

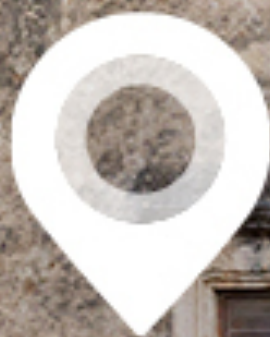
TRAVEL LATER

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



VISITSANANTONIO.COM

Let's **GO** There



BOOK NOW

TRAVEL LATER

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



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Let's **GO** There



BOOK NOW

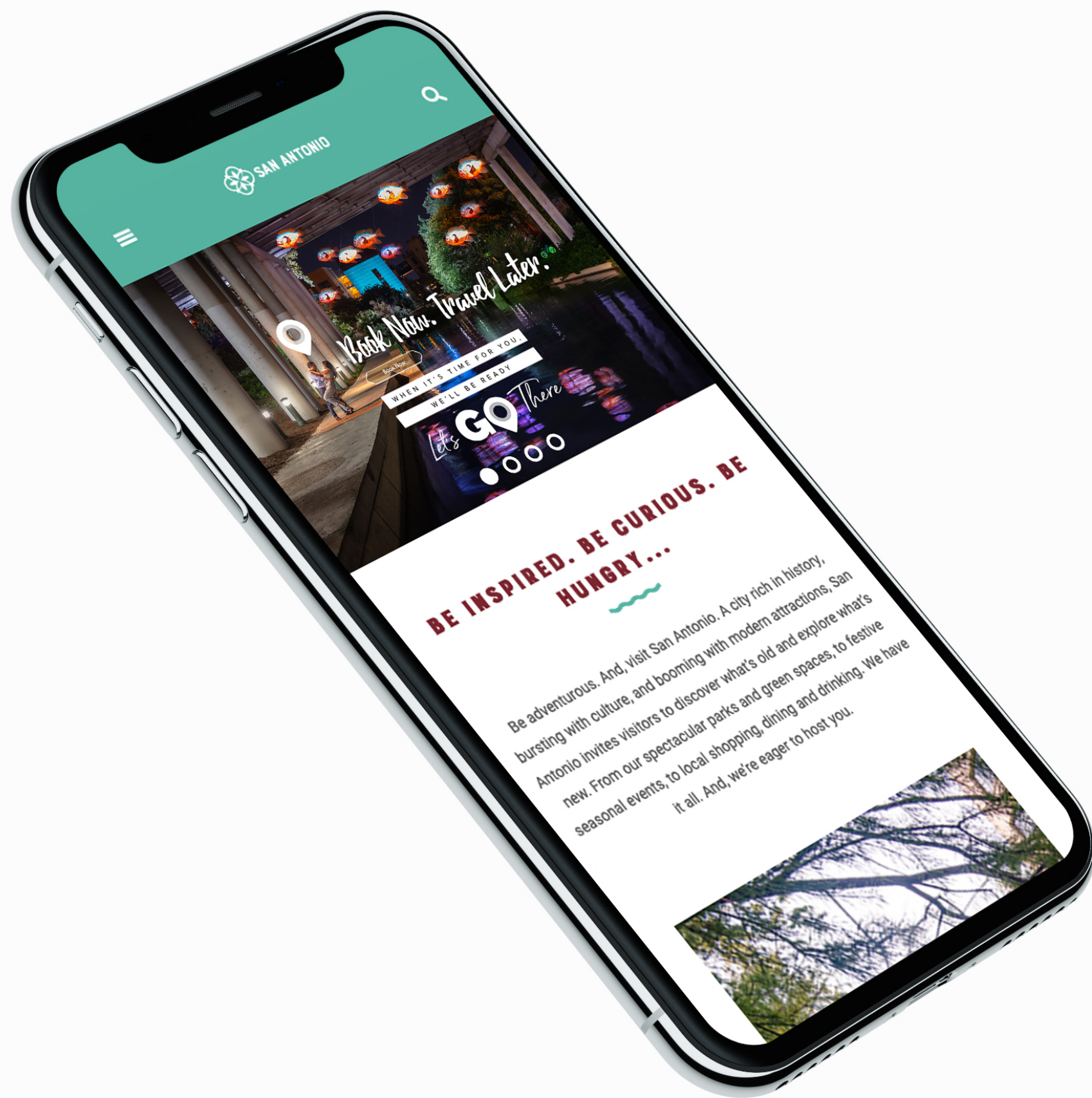
TRAVEL LATER

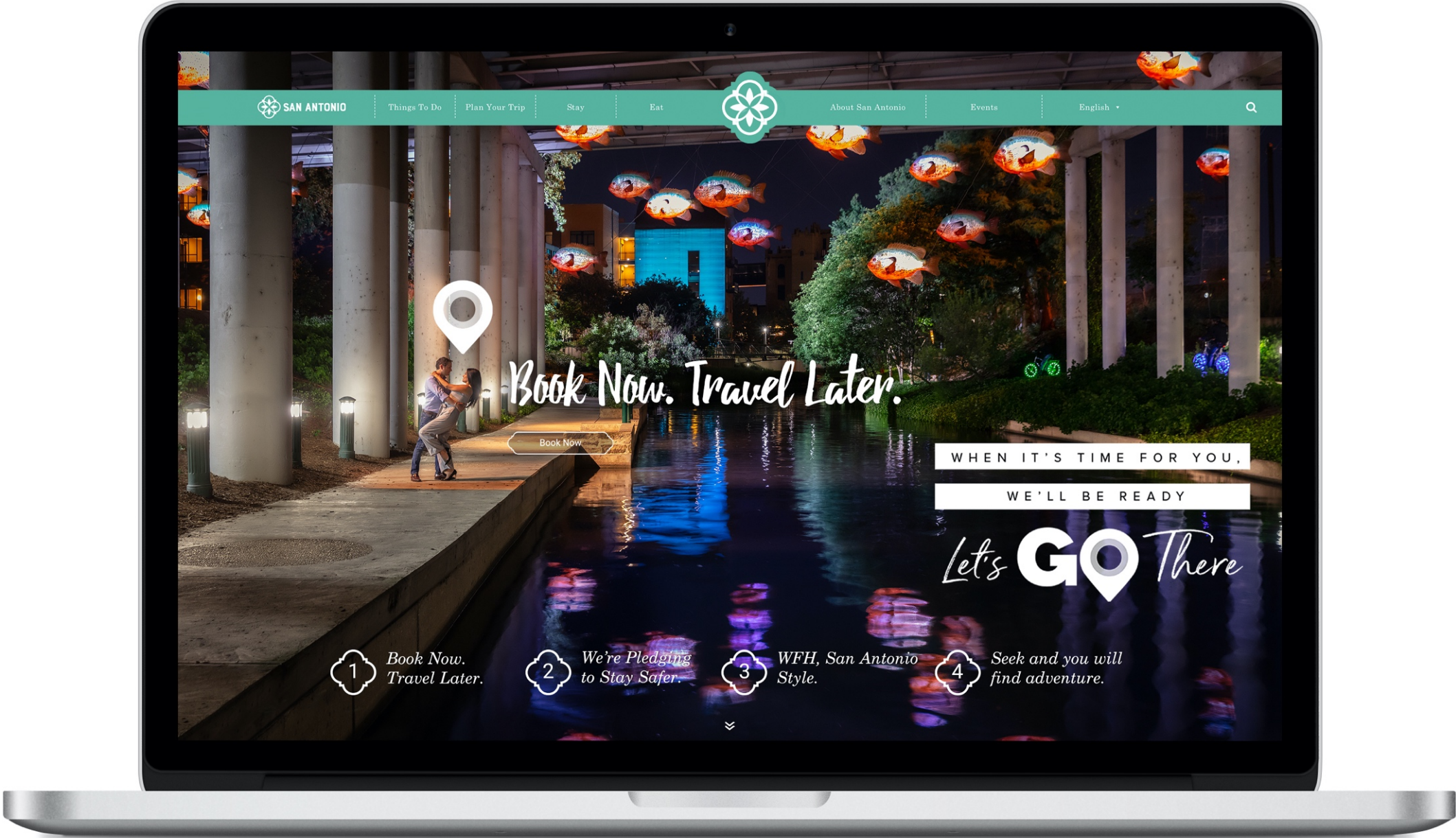
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VISITSANANTONIO.COM

Let's **GO** There





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Chase	Sabre	IHG	ASTA	SISO
Delta	South Dakota	LA Tourism	Big Sky	Tampa Bay
Disney	Department of Tourism	North Carolina	Discover Puerto Rico	Travel South USA
EcoLab	United	Oregon	Discover The Palm Beaches	
Enterprise	U.S. Travel	Raytheon/Collins Aerospace	Experience Sioux Falls	
Expedia	Visa	U.S. Chamber	Explore MN	
Hilton	Visit California	Visit San Antonio	IAAPA	
Hilton Head	Vist Spokane	Vist Austin	IAEE	
Hyatt	World Cinema			
Las Vegas CVA				

Q&A

