INDUSTRY TOOLKIT

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

Let’s Go There, Together

INDUSTRY TOOLKIT

New Phase Launching November 16
Introduction

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

Let’s GO There, Together

Join the Let’s Go There Coalition in sharing the message of Let’s Go There, Together during the holiday season—a new phase of the campaign that promotes family travel and giving the gift of travel (for those who are ready now).

Visit the Let’s Go There campaign style guide for additional details on the brand, image inspiration and more.
Logo and Therefinder

Let’s Go There, Together

The Let’s Go There, Together logo should be used on all materials and imagery from November 16-December 31 to inspire families 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” is designed to spark inspiration so travelers can see themselves in a destination or location. It can be used on campaign materials to highlight specific points of interest or activities.

DOWNLOAD LOGO AND THEREFINDER >
Incorporate family imagery with the Let's Go There, Together logo and copy on your social media platforms throughout the holiday season. Remember to include #LetsMakePlans in all posts.

Use the #LetsMakePlans hashtag across all social media channels to encourage travelers to take the next step and plan.

When sharing your organization’s Black Friday or Cyber Monday deals, use the secondary hashtag #LetsBookTravel.

Let’s wrap up the excitement only felt through travel. Book now for that trip you'll take together later. #LetsMakePlans

Let's give a gift that truly captures holiday happiness. Book now for that trip to take together later. #LetsMakePlans
Social Media Graphics

Ten different static graphics, sized for each platform, are available to download and use.

The Let’s Go There, Together logo and Therefinder can be incorporated onto your own imagery, providing you an opportunity to incorporate your brand further with the campaign.

DOWNLOAD ALL SOCIAL GRAPHICS >
Editorial Calendar

Find ideas, key dates and timely hashtags to join the social media conversation around the Let’s Go There campaign during November and December in the official Editorial Calendar.
Homepage Takeover

On **November 16** and **December 15**, 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 Takover Guide](#).

**TIP:** To help with unity across the industry, we recommend updating your *social media cover photos* to include *Let’s Go There, Together* imagery on the same days as the Homepage Takeover. Download graphics below (options available):

- Facebook
- Pinterest
- Twitter
- [LinkedIn](#)
Travel Deals

Offering a travel deal as part of your holiday promotions? Planning a Black Friday and Cyber Monday sale? Be sure to incorporate Let’s Go There, Together messaging and use #LetsBookTravel so we can follow along. We’ll be promoting #LetsBookTravel as part of the PR/earned media strategy, showcasing the incredible savings the industry is offering to inspire and incentivize future travel booking. Using this hashtag will help to ensure that consumers who view campaign media coverage will be able to find your deal with a quick hashtag search.

Find inspiration on this page for incorporating #LetsBookTravel in your promotion.

Give them the gift of travel this year. Book now for XX% off that trip you’ll take together in the future. #LetsBookTravel

Let’s start planning now to save on a getaway you’ll all enjoy later. Take advantage of our limited time offer today. #LetsBookTravel
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.

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 0:15 and 0:06)
letsgothere.travel

The Let’s Go There campaign consumer landing page provides travel inspiration through content provided by Coalition members and destination inspiration via VisitTheUSA.com. Access to health and safety measures and reopening information is also available.
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

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.