

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

Let's  *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

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

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 >](#)

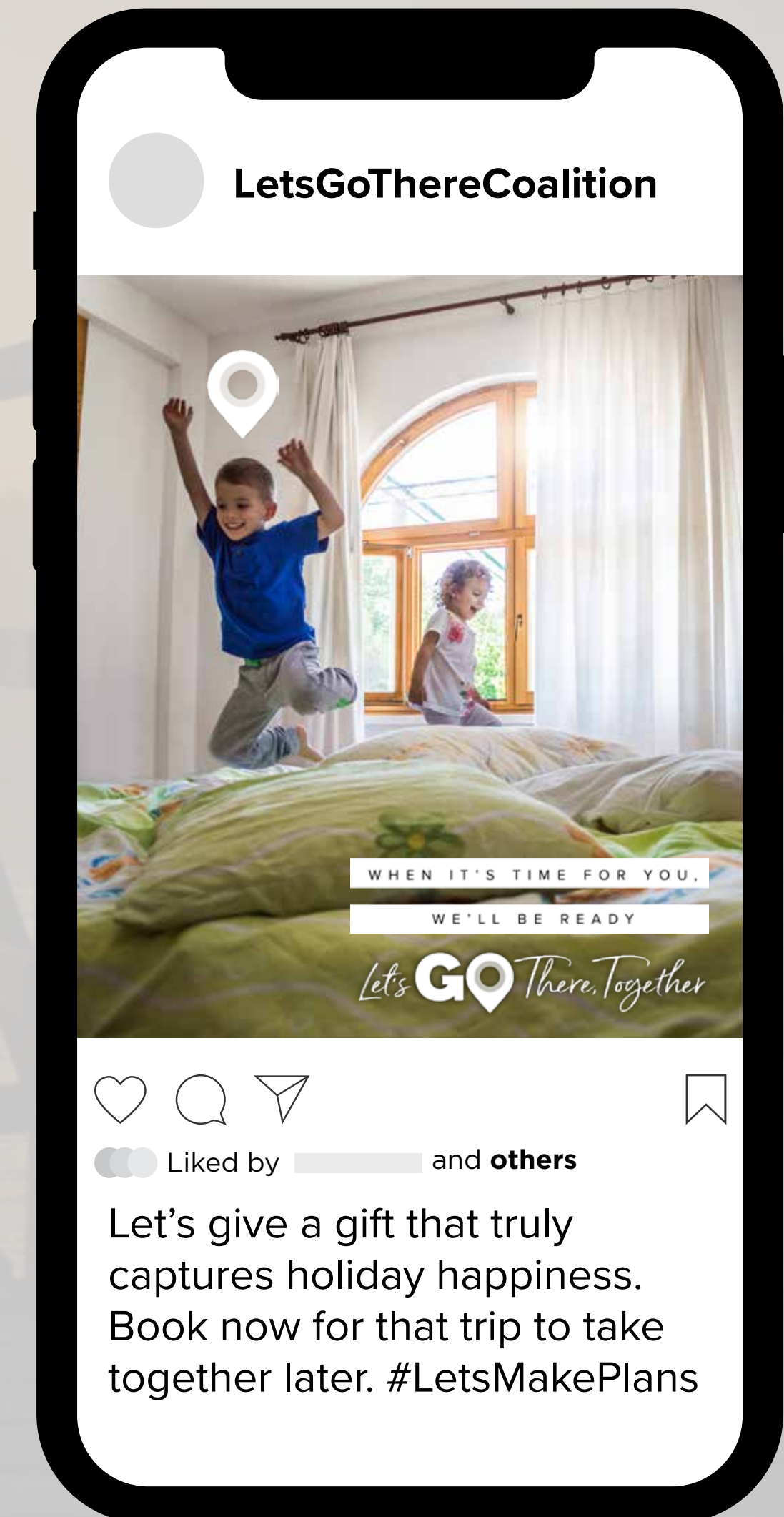
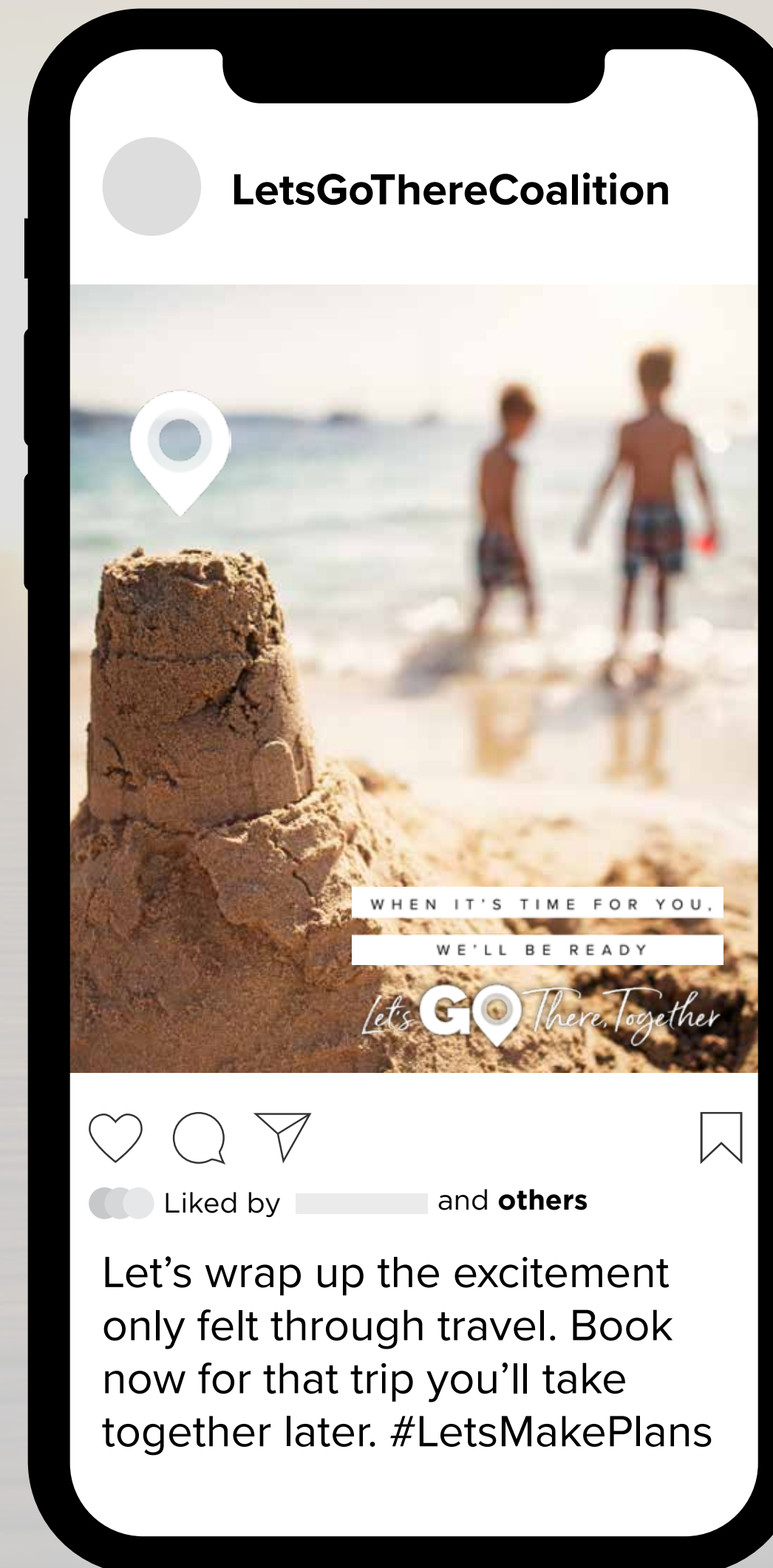
Social Media Copy

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**.

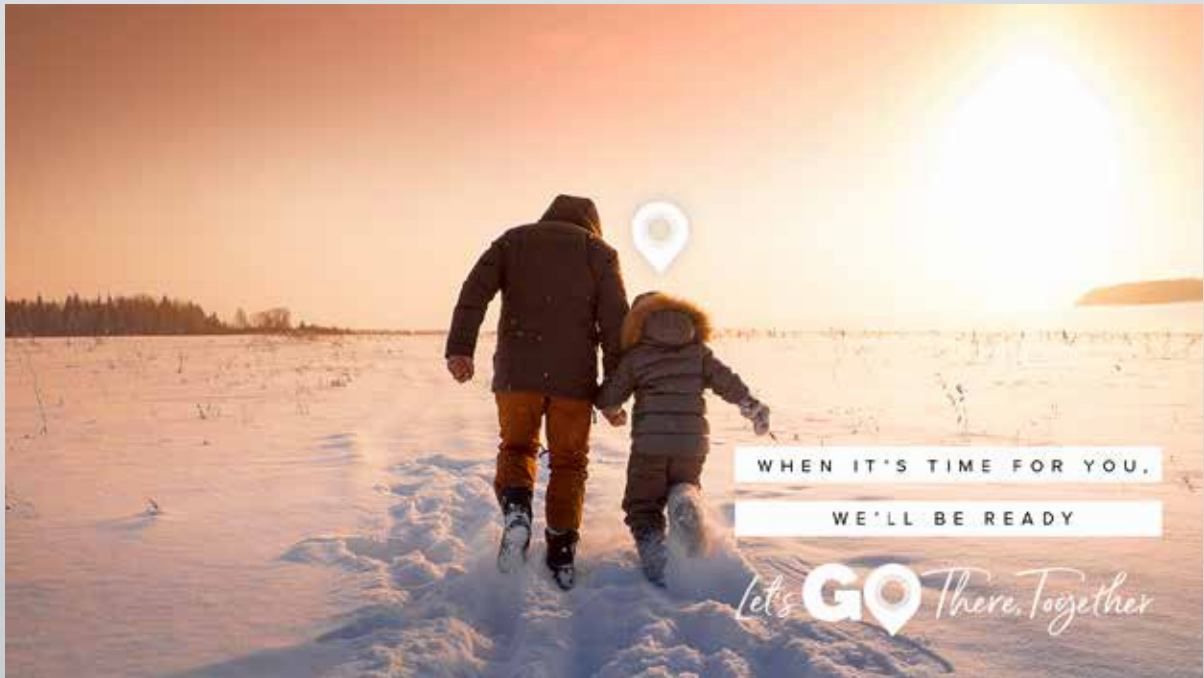
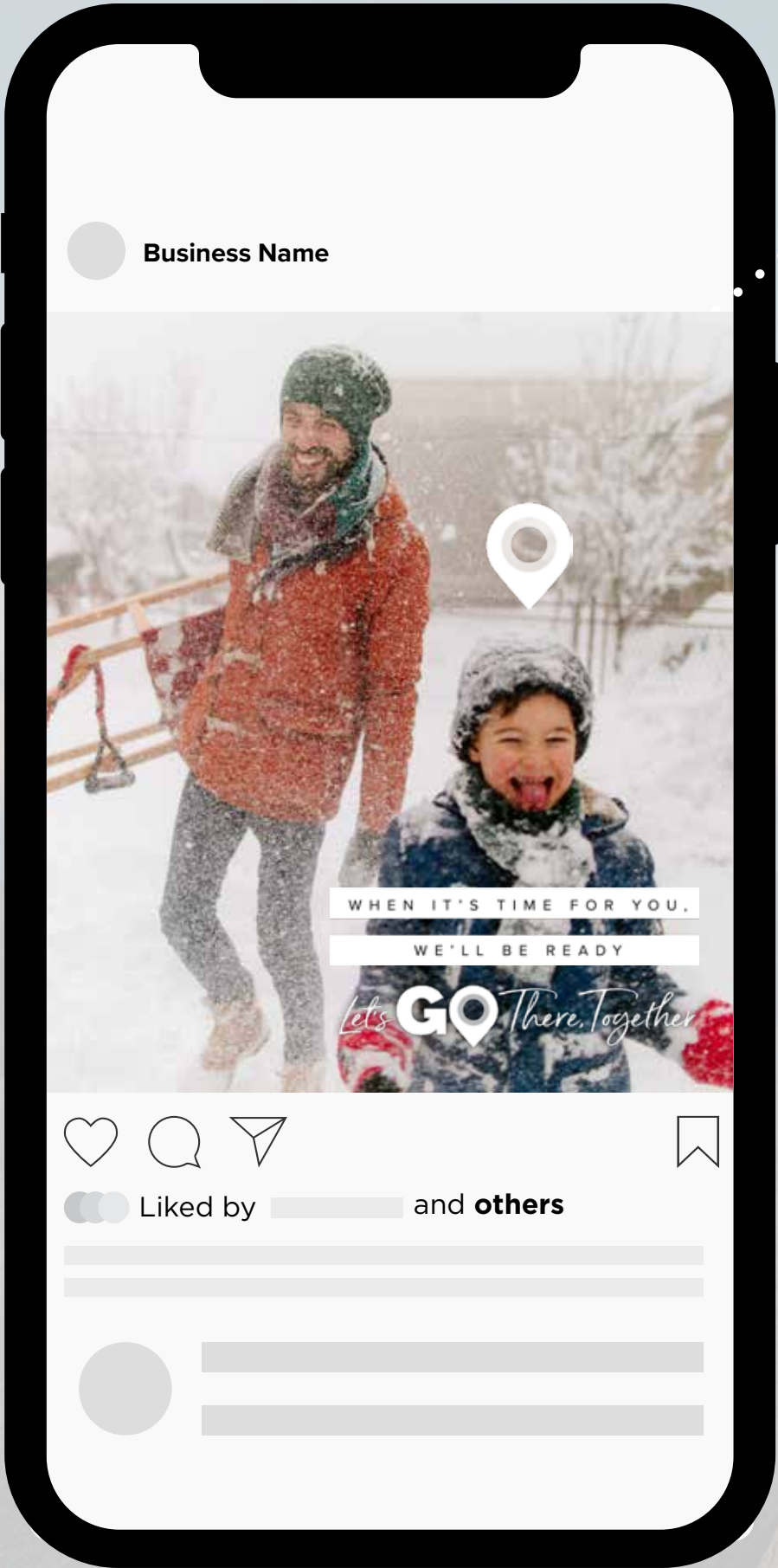
[DOWNLOAD SAMPLE SOCIAL COPY >](#)



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**.

EDITORIAL CALENDAR						
WHEN IT'S TIME FOR YOU, WE'LL BE READY						
Let's GO There, Together						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	11/16 Launch Day	11/17	11/18	11/19	11/20	11/21
	November Homepage Takeover – use imagery featuring a family and the Let's Go There, Together logo	#TravelTuesday	Create a poll about favorite family holiday activities offered by your destination or business on Twitter and/or Facebook using #WanderlustWednesday and #LetsMakePlans	Publish a blog or LinkedIn article reminiscing on family travel adventures and share it on your social media with #LetsMakePlans		
11/22	11/23 Advise followers to use healthy travel practices over the holidays using #WearAMask #TravelConfidently	#TravelTuesday	11/25	11/26 #Thanksgiving	11/27 Black Friday Promote your #BlackFriday deals using #LetsBookTravel	11/28 Feature small businesses in your area or ones you partner with by tagging them in a post, using #ShopSmall for Small Business Saturday
11/29	11/30 Cyber Monday Share your #CyberMonday deals with #LetsBookTravel	12/1 December #TravelTuesday Ask your social media audience to support your community and local small businesses for #GivingTuesday	12/2	12/3 Spotlight sample family travel itineraries on your social media channels to inspire families to say #LetsMakePlans	12/4	12/5
12/6	12/7	12/8 *Create Let's Go There, Together branded mobile wallpapers, and share as an Instagram story using #TravelTuesday and #LetsMakePlans	12/9 Promote giving the gift of travel to family members this holiday season with Let's Go There, Together imagery #LetsMakePlans	12/10	12/11 First day of #Hanukkah Encourage social media followers to use healthy travel practices over the holidays #WearAMask #TravelConfidently	12/12
12/13	12/14	12/15 #TravelTuesday	12/16	12/17	12/18	12/19

DOWNLOAD EDITORIAL CALENDAR >

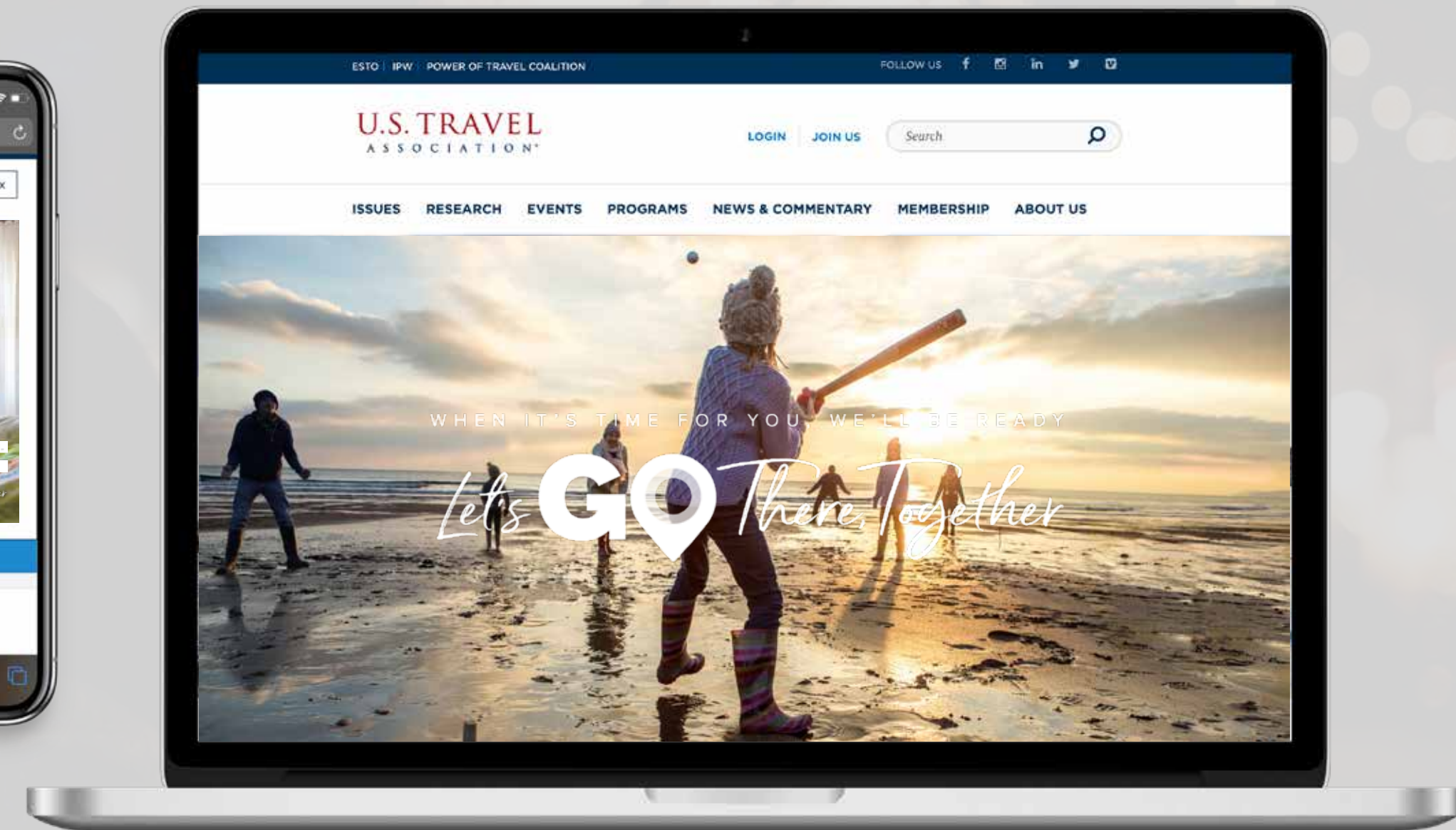
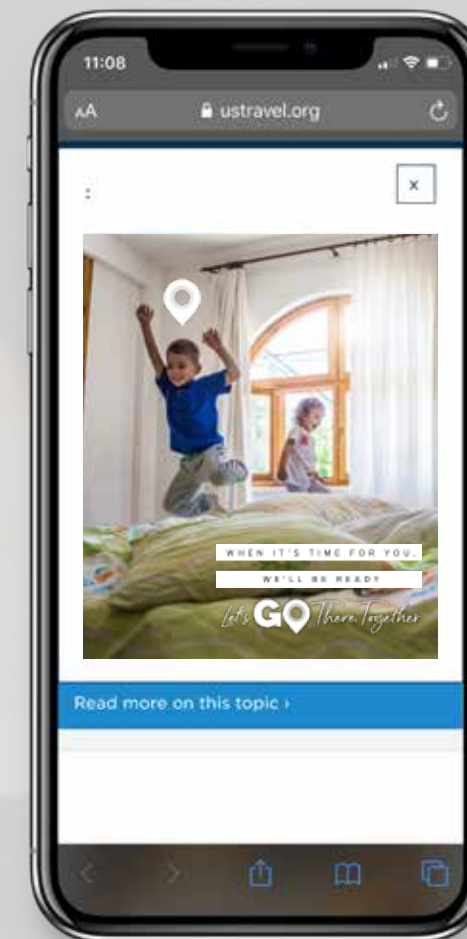
Homepage Takeover

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 Takeover 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](#)



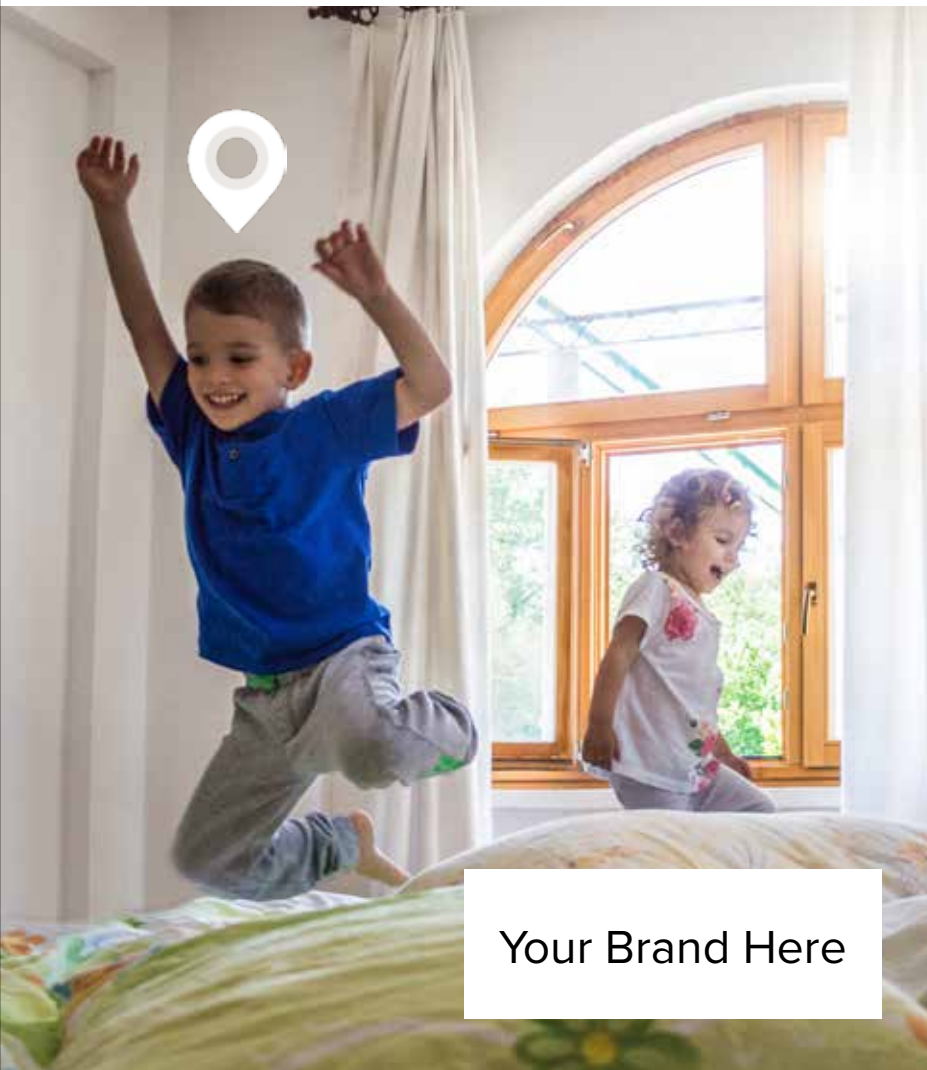
[DOWNLOAD HOMEPAGE TAKEOVER GUIDE >](#)

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.

BusinessName

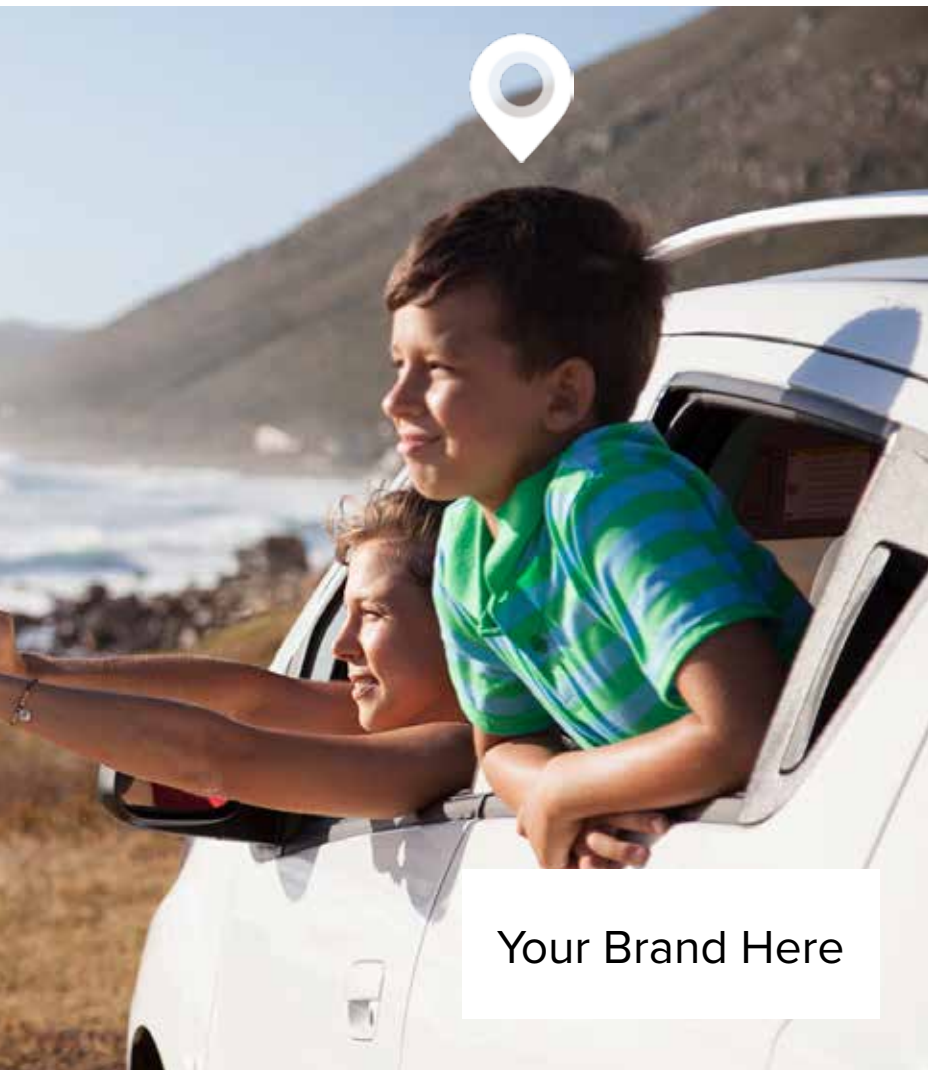


Your Brand Here

Liked by and **others**

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

BusinessName



Your Brand Here

Liked by and **others**

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.

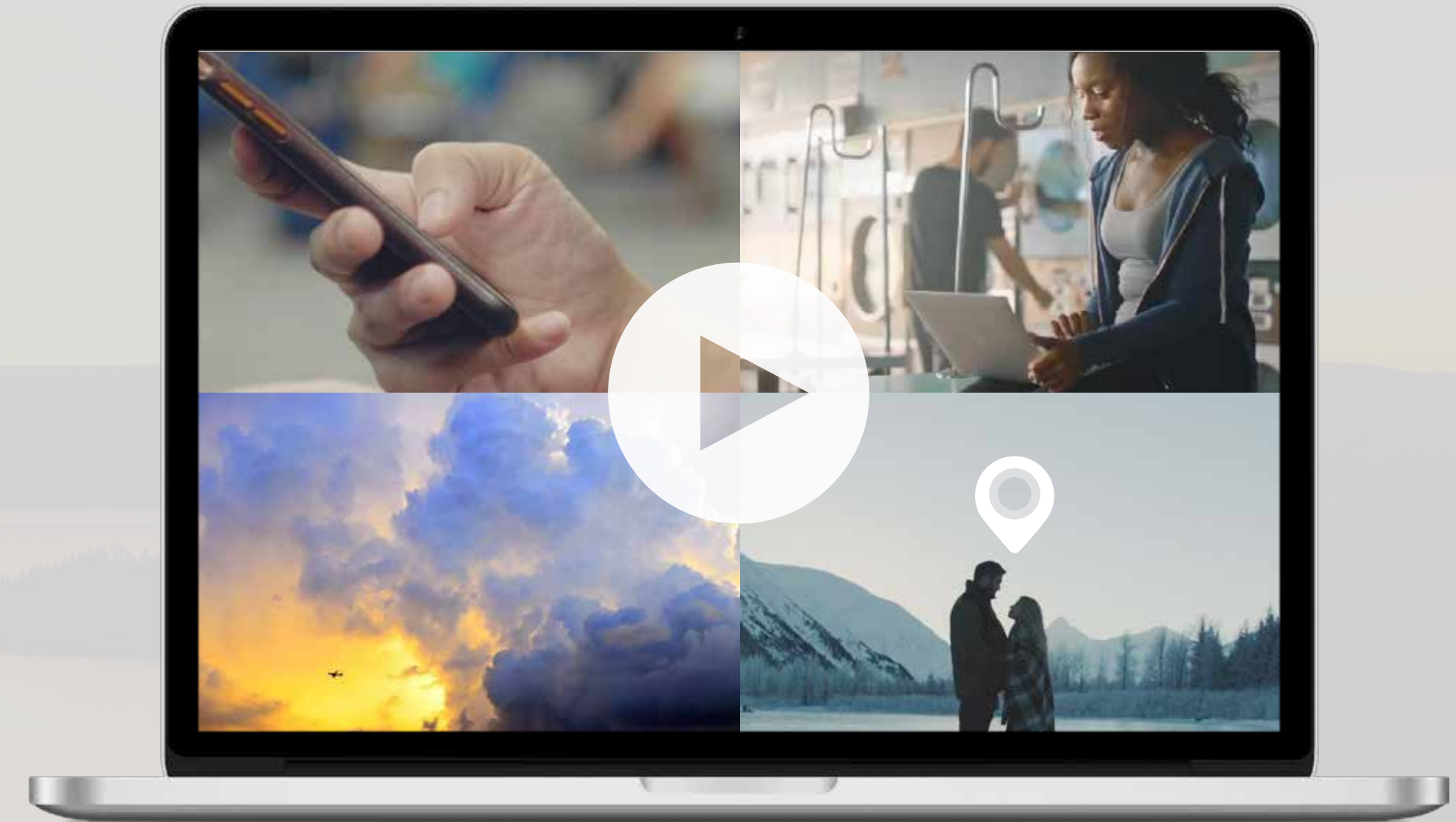
As the flagship asset of the campaign, you are highly encouraged to share the official video on your social media channels.

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)



[DOWNLOAD ALL VIDEOS >](#)

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](https://www.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](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)

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.