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## This Summer, It's Time to Say 'Let's Go There'

By: [AUTHOR]

Last September, [YOUR DESTINATION/ORGANIZATION] helped launch the Let's Go There campaign, a domestic initiative to inspire future travel amid the coronavirus pandemic. All sectors of the travel industry united to encourage Americans to keep their travel flame lit and plan for "one day."

### For most of us, that day is here.

The vaccination rollout has been a strong success here in the U.S., cases have fallen dramatically from the winter surge and we are seeing businesses across the country reopening and welcoming back customers. I, like many of you, am ready to stop wondering and start wandering and reignite a sense of adventure that only travel can bring. [EXAMPLES OF REOPENING, POSITIVE SIGNS OF DEMAND RESURGENCE].

I am thrilled to see the return of our industry and the travelers we serve. We've all missed traveling—the excitement, the anticipation that comes with planning a vacation, spending time with friends and family and exploring different parts of our great country. And of course, [YOUR DESTINATION/ORGANIZATION] has missed our guests this past year—hopefully, that will soon change.

According to an April Harris Poll and Destination Analysts survey, 77% of Americans plan on traveling this summer. In fact, two-thirds of Americans have some sort of travel planned (36%) or booked (30%). While many of us may be dreaming about our next vacation, we need to ensure that we are taking the crucial step of actually booking and taking a trip in the U.S.

Thanks to the [strong safety measures](#) in place and the ramped-up vaccination campaign, this is the right moment to reclaim our time lost and renew our sense of adventure. Americans rightly remain concerned about protecting their health and safety and so are we. It has and always will be our top priority. [EXPLAIN HOW YOUR BUSINESS OR DESTINATION CONTINUES TO PROTECT THE HEALTH AND SAFETY OF CUSTOMERS AND EMPLOYEES]

When you and your family are ready to say "Let's Go There"—and I hope that will be very soon—[YOUR DESTINATION/ORGANIZATION] is ready and eager to welcome you back.

Let's not spend another day in the ordinary and go find the extraordinary.