

READY? SO ARE WE.

Let's **GO** *There*

INDUSTRY TOOLKIT

The Final Phase: Through June 20

Campaign Logo and Walk Up

READY? SO ARE WE.

Let's **GO** There

Join the final phase of the Let's Go There campaign that encourages Americans to not only plan and book a trip, but to start traveling now.

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.

The new "Ready? So Are We." tagline reflects a shift to a more prescriptive message.

[DOWNLOAD LET'S GO THERE LOGO >](#)

A photograph of a man and a woman shopping at an outdoor market. They are standing in front of a stall with large baskets of fruit, including yellow tomatoes. The man is wearing glasses and a light blue shirt, and the woman is wearing a striped shirt. They are both looking down at the fruit. The background shows other market stalls and buildings under a clear blue sky.

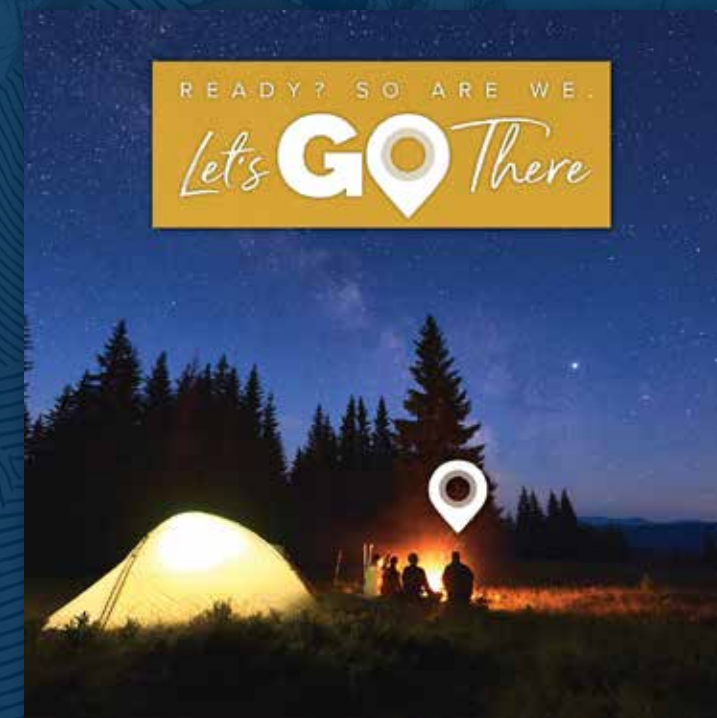
L E T S G O T H E R E

The new **#LetsGoThere** hashtag should be used in all social media posts, if possible. This more action-oriented hashtag aligns with the culmination of the campaign that encourages Americans to start traveling now.

The **#LetsMakePlans** hashtag remains a viable option for destinations or companies who may still be facing marketing restrictions.

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.



[DOWNLOAD THEREFINDER >](#)

Available Assets

- ① **Official campaign video (0:30):** For use on all social media platforms (Instagram, Facebook, Pinterest, Twitter, Snapchat, LinkedIn, YouTube, website)

Available sizes: 4:5, 1:1, 9:16 and 16:9
- ② **Social media graphics and sample copy:** All platforms
- ③ **Guidance for key activation dates:** May 17, May 20, May 26 and June 4
- ④ **Sample copy for CEO thought leadership:** For use on LinkedIn and blogs
- ⑤ **Additional engagement resources:** B2B newsletter copy, materials regarding health and safety, and information about letsgothere.travel

Interested in customizing assets to include your brand name, imagery and b-roll? Contact **Laura Holmberg**, vice president of marketing and industry communications at U.S. Travel Association (lhholmberg@ustravel.org) for more information.

LEARN MORE ABOUT THESE ASSETS IN THE FOLLOWING PAGES >

1

Official Campaign Video | 0:30 and 0:15

The official campaign video has been updated with the new tagline lock-up 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 book travel.

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

Recommended use:

- 0:30 (speaking engagements, presentations and all platforms)
- 0:15 (all platforms + ads)

(Note: There are several available versions of 0:15)



[DOWNLOAD ALL VIDEOS >](#)

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 **#LetsGoThere** 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 your homepage or a planning or booking page on your site.

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

Let's reclaim time lost and renew our sense of adventure. #LetGoThere

Let's stop dreaming and start exploring. #LetsGoThere

Additional sample copy available [upon download](#).

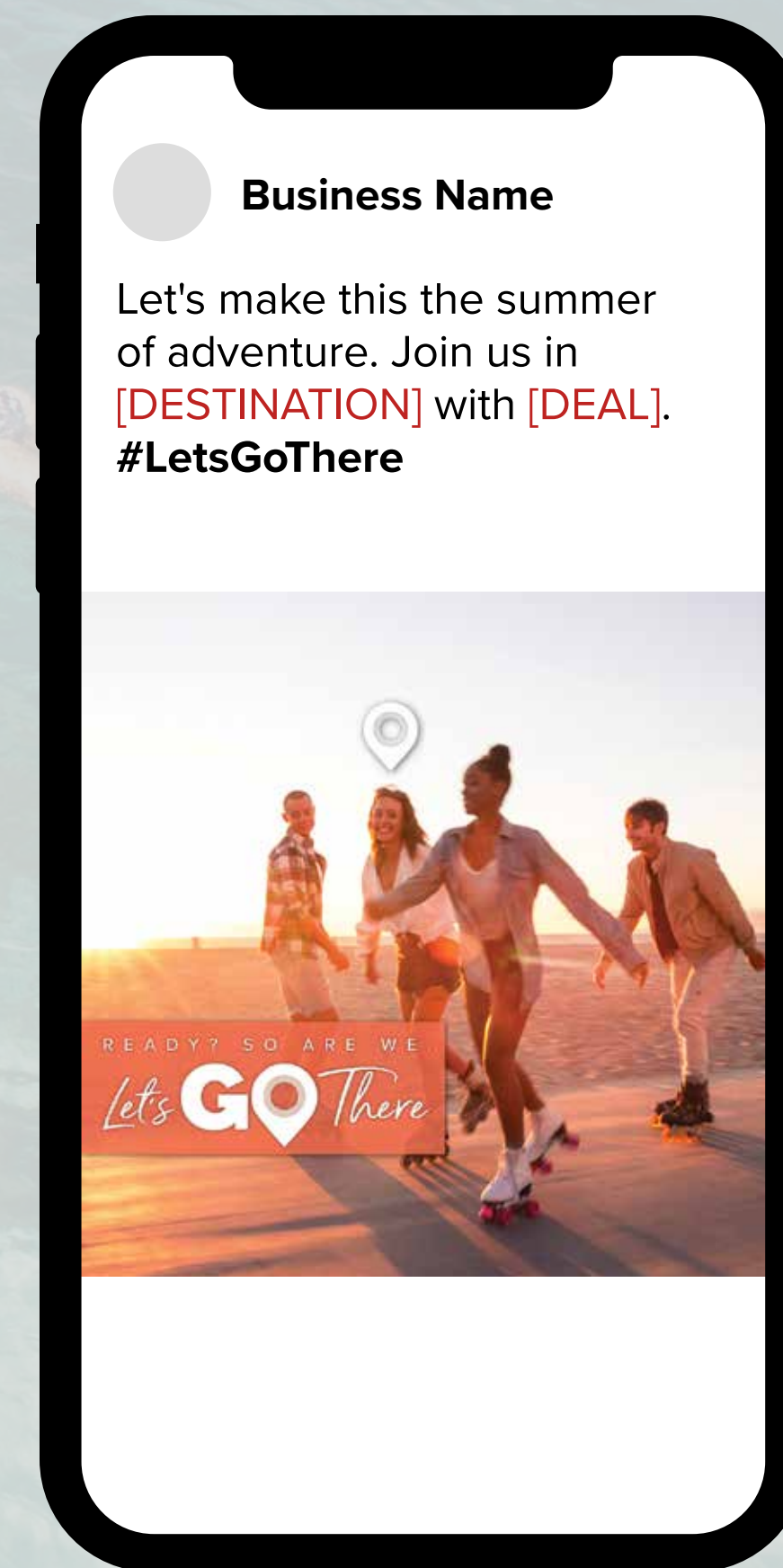
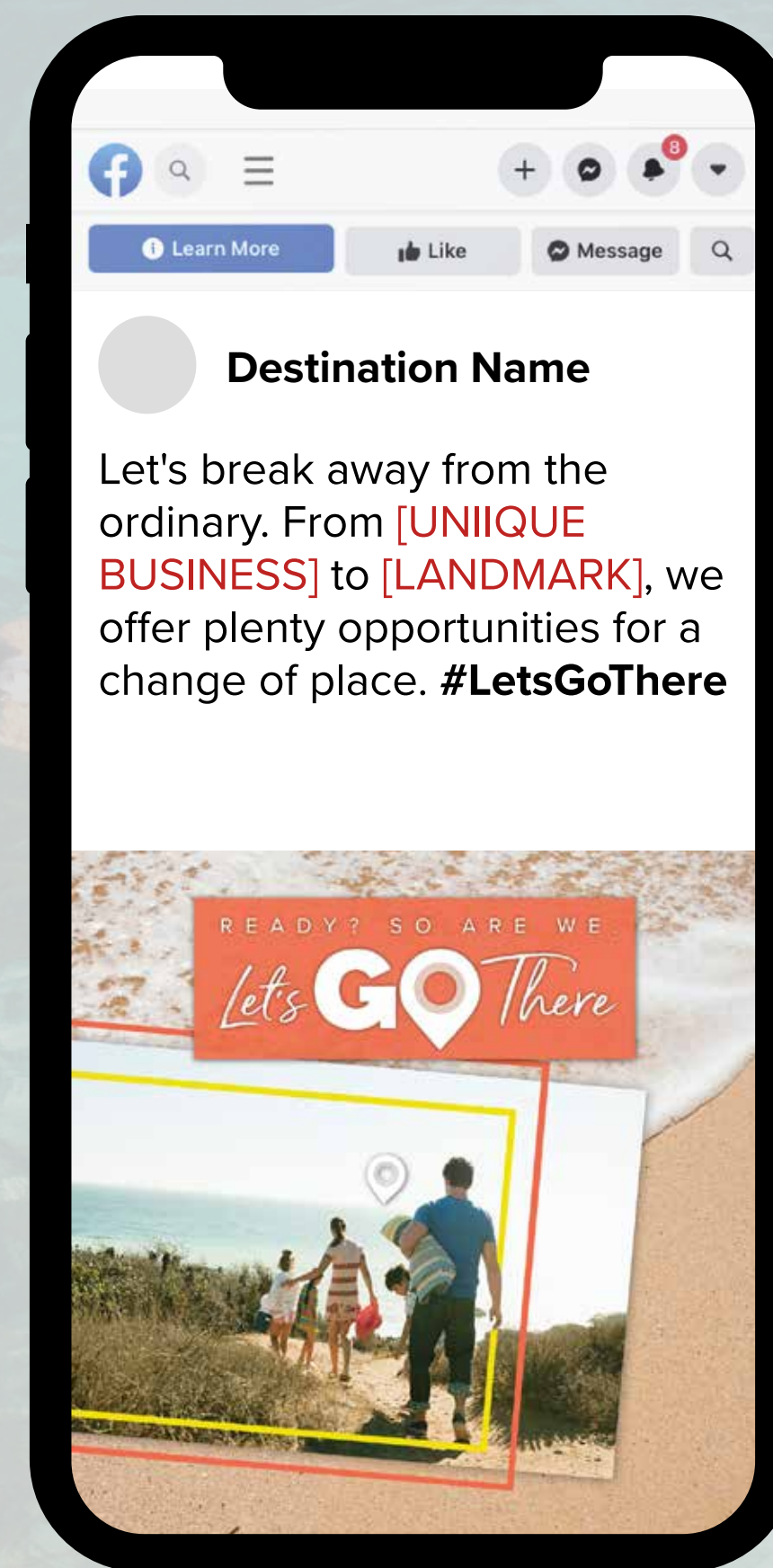
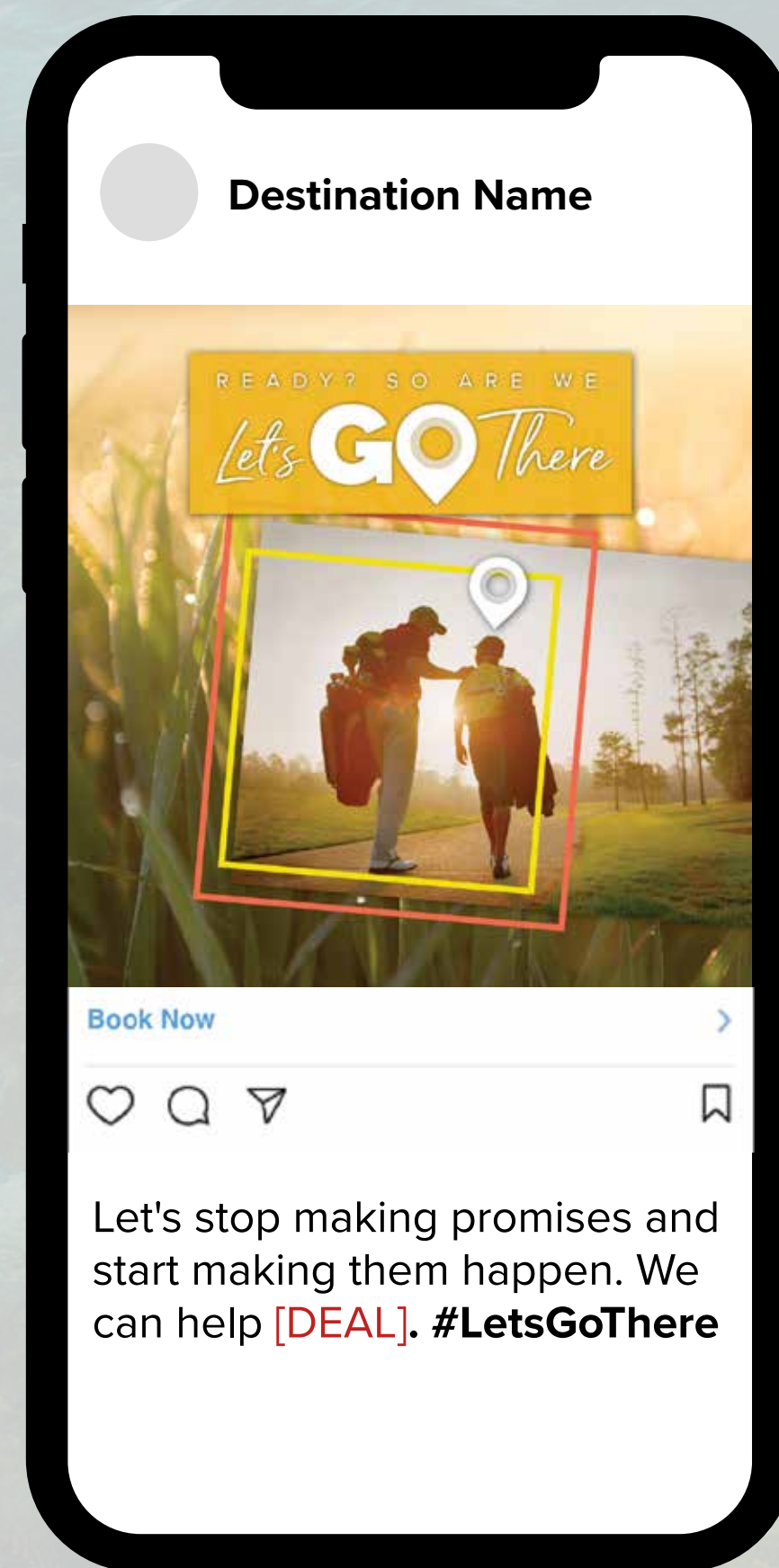
TIP: Create a landing page on your site that bears the Let's Go There branding to continue the experience from your social media posts. Curate booking content on this page that supports the overall campaign messaging.

DOWNLOAD ALL SAMPLE SOCIAL COPY >

2

Sample Personalized Social Media Post Copy | All Platforms

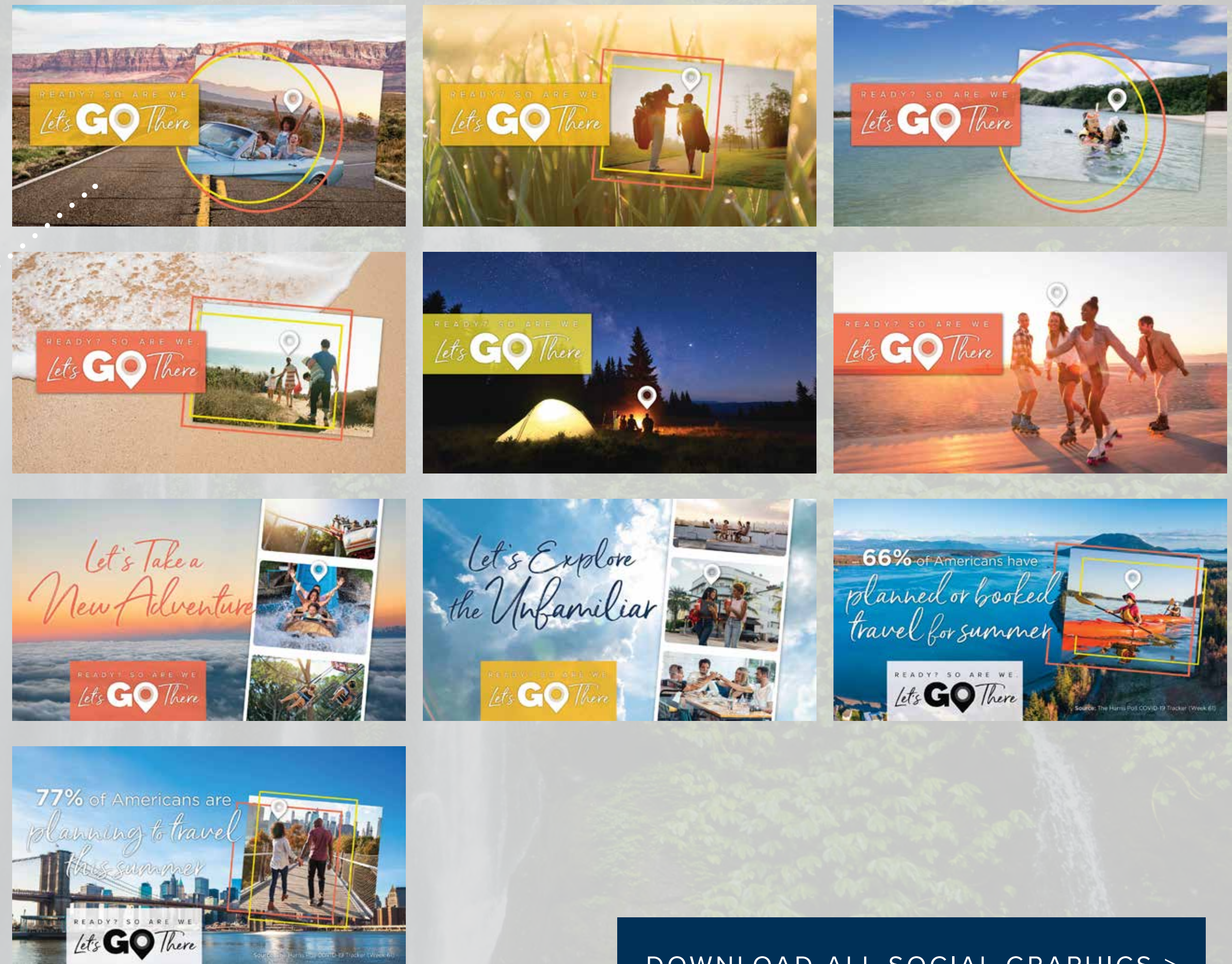
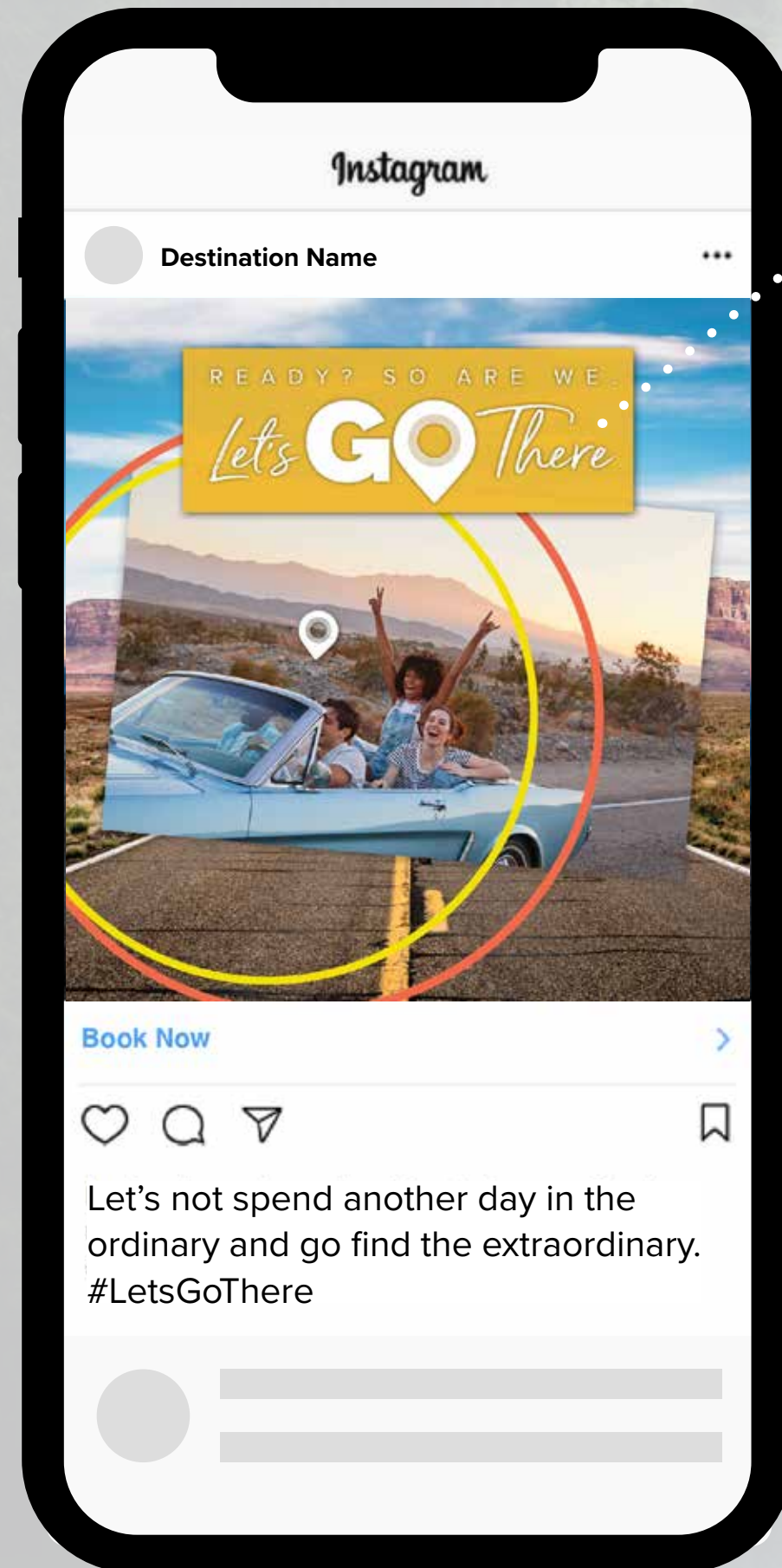
TIP: Further connect the message to your marketing campaigns by developing posts that fit your brand voice.



2 Social Media Graphics

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

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



[DOWNLOAD ALL SOCIAL GRAPHICS >](#)

2

Sample Social Media Copy and Graphic Use: Instagram



Tips and Recommendations

General

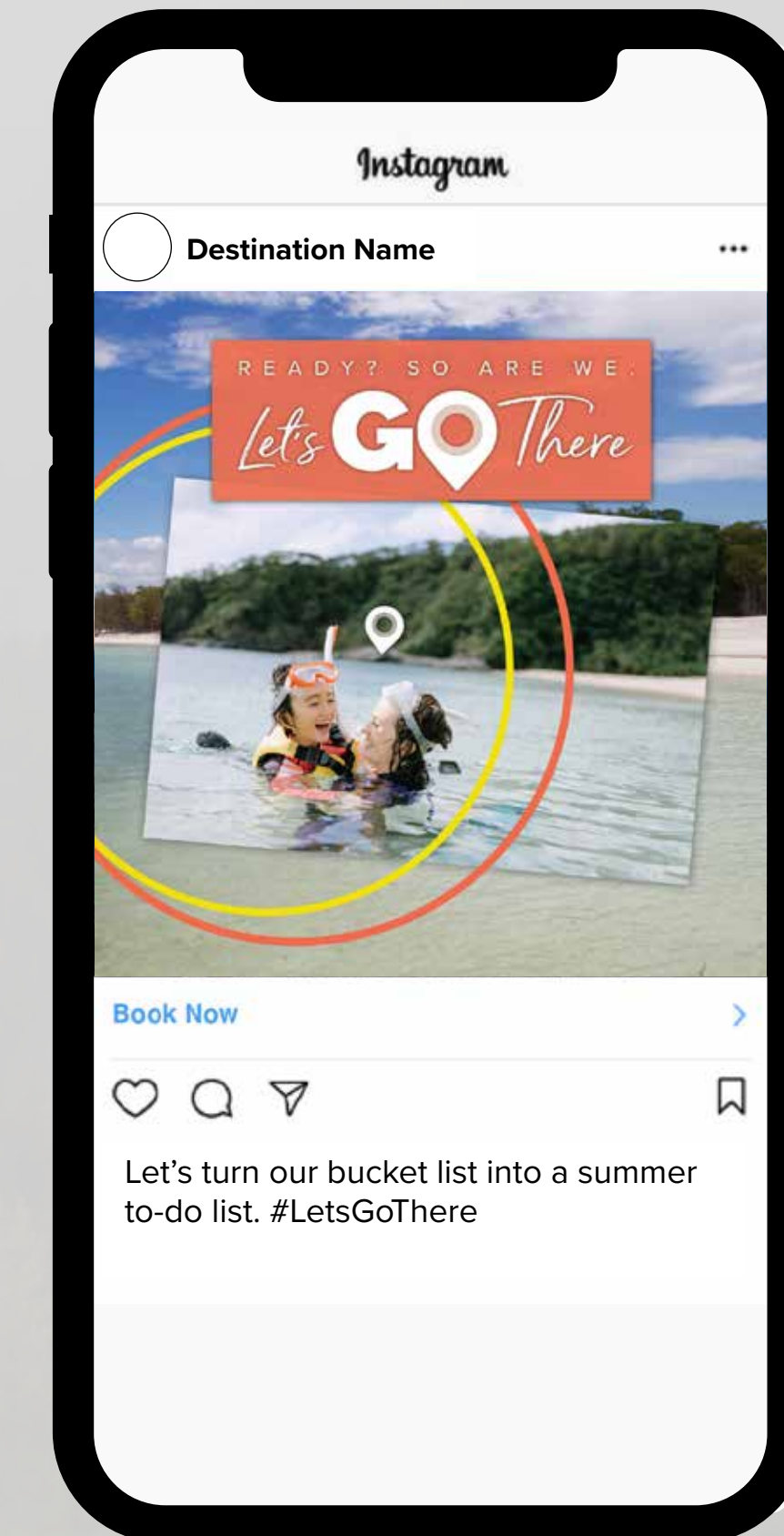
- Consider adding letsgothere.travel as the URL in your bio on key dates (such as the homepage takeovers on May 17 and June 4) during the campaign
- Add **#LetsGoThere** to all posts
- Work in **daily hashtags**: #MondayMotivation or #WanderlustWednesday to join popular conversations
- Engage with other 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

FOLLOW US ON INSTAGRAM >

FOR MORE IDEAS ON HOW TO
MAXIMIZE YOUR INSTAGRAM CHANNEL,
VIEW OUR NEXT LEVEL IDEAS GUIDE >



2

Sample Social Media Copy and Graphic Use: Twitter



Tips and Recommendations

In Feed

- **Keep it short** and conversational—try to limit to 1-2 hashtags per Tweet
- Monitor events and **trending hashtags** for conversations you can join
- Instead of sharing a YouTube or Vimeo link, upload the video through [Twitter Media Studio](#)
- Check **Twitter cards** for links before sharing with [this tool](#)—if you would like to make a custom preview image, create a new card through [Twitter Ads](#)
- Boost the visibility of a current Tweet or video using the **Promoted Tweet/video feature**

Twitter Ads

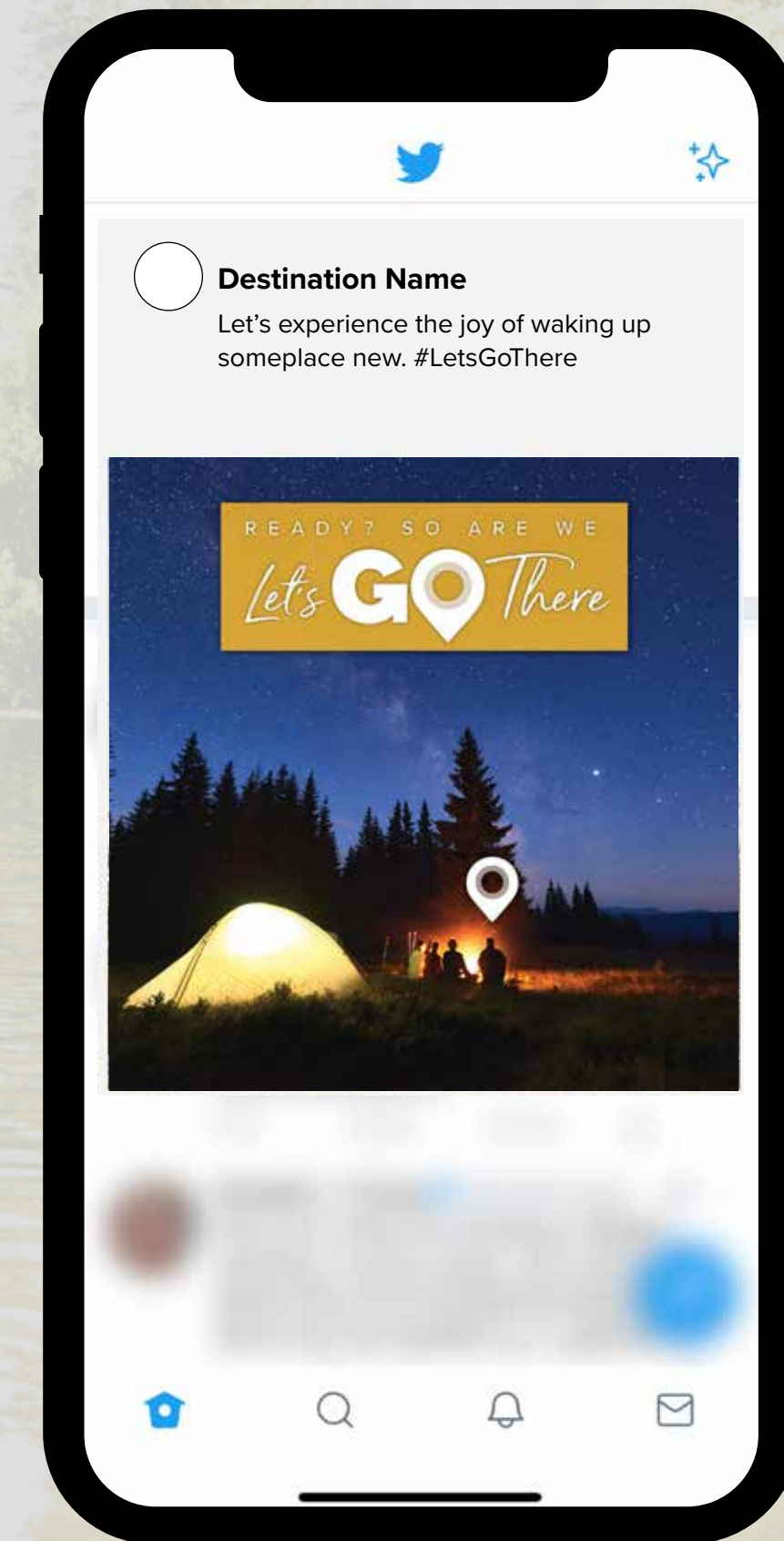
- Use **image and video website cards** as eye-catching ways to drive traffic to a landing page
- Monitor Twitter campaign performance and **reallocate funds** to higher performing Tweets

Image Size and Video Length Best Practices

- **Images:** Horizontal 16:9
- **Video:** Horizontal 16:9 | 0:06-0:15

FOLLOW US ON TWITTER >

FOR MORE IDEAS ON HOW TO
MAXIMIZE YOUR TWITTER FEED,
VIEW OUR NEXT LEVEL IDEAS GUIDE >



2

Sample Social Media Copy and Graphic Use: Facebook



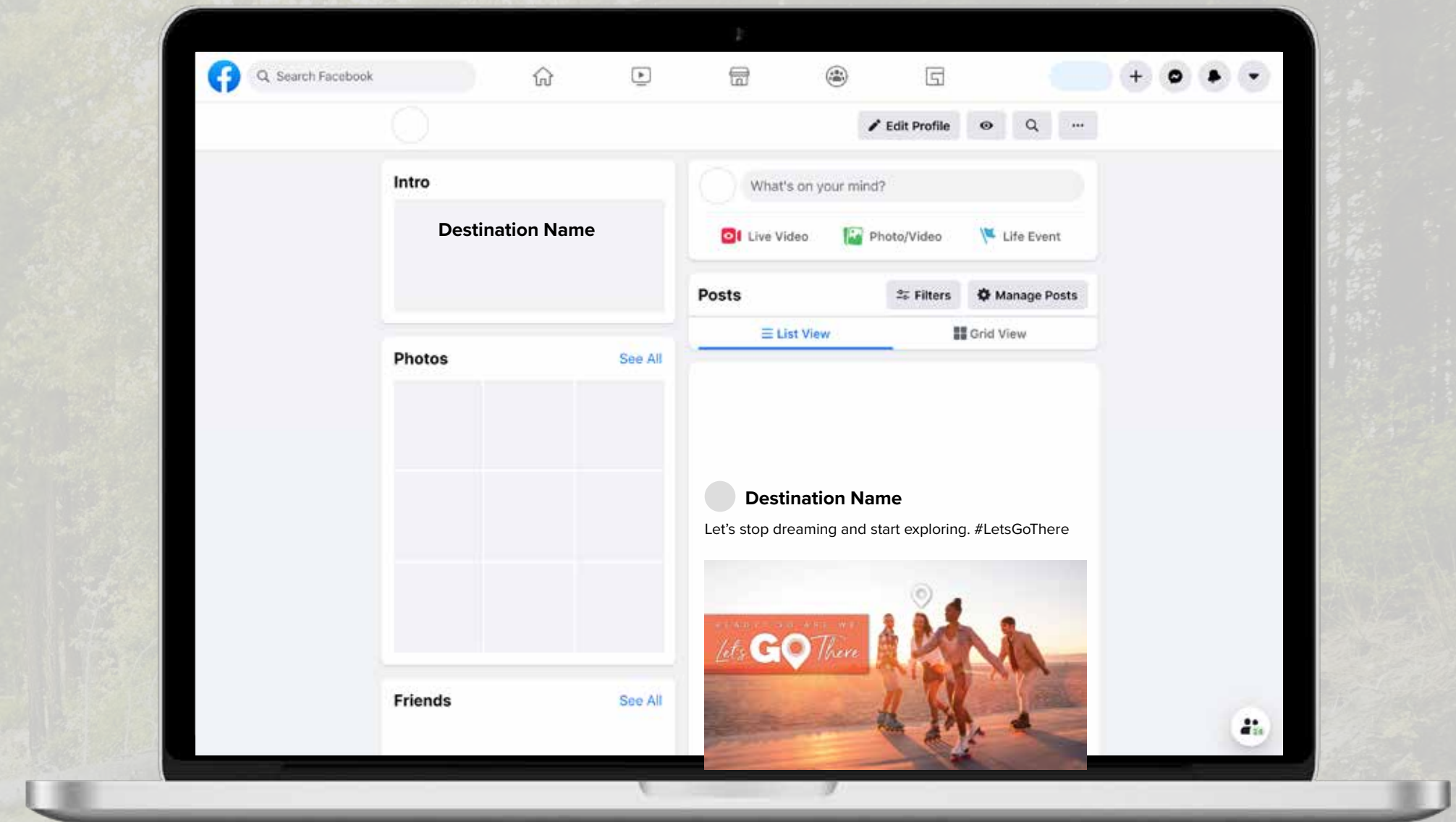
Tips and Recommendations

In Feed

- On May 17, **pin a post** about Let's Go There to the top of your business page to show you are a part of the larger campaign
- Instead of copying and pasting a YouTube or Vimeo link into a post, upload videos through [Facebook Creator Studio](#)
- When sharing **linked content**, you can delete the link URL in the post copy after a preview appears in draft
- Engage with other brands and organizations using the hashtag to show unity across the industry by **liking and commenting on relevant posts**

Image Size and Video Length Best Practices

- **In feed image:** Square 1:1
- **In feed video:** Vertical 4:5
- **Story image:** Vertical 9:16
- **Story video:** Vertical 9:16 | no more than 0:45
- **Audience Network placements:** Vertical 0:16
- **Video ads:** Maximum 0:60



FOLLOW US ON FACEBOOK >

FOR MORE IDEAS ON HOW TO
MAXIMIZE YOUR FACEBOOK PAGE,
VIEW OUR NEXT LEVEL IDEAS GUIDE >

2

Sample Social Media Copy and Graphic Use: Pinterest



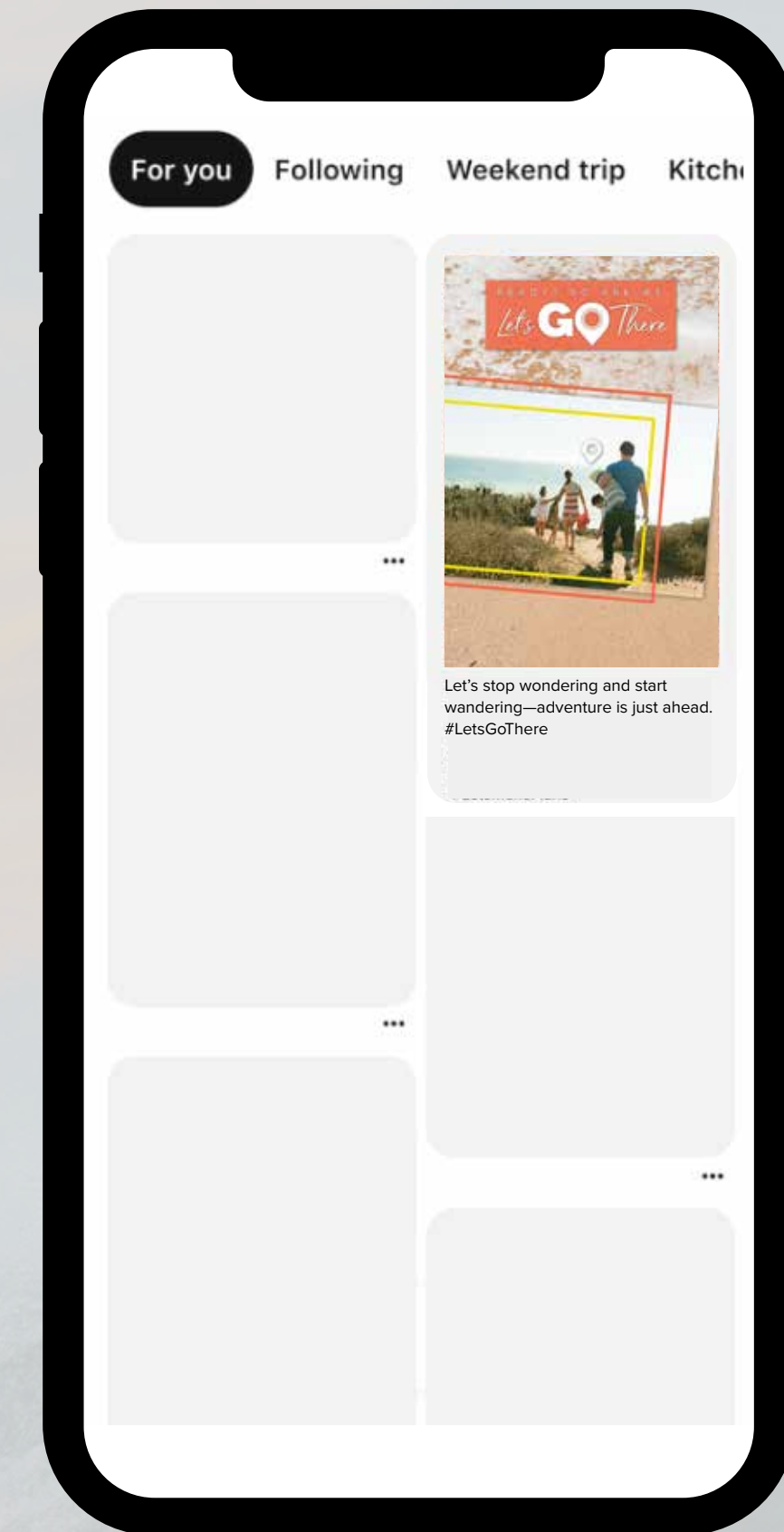
Tips and Recommendations

- Create a **Pinterest board** for Let's Go There on your business page
- Consider adding a **Pin It button** to Let's Go There imagery on your website
- Make the Let's Go There logo and Therefinder **the focal point** in all imagery in your pins
- For **descriptions**, only the first 50-60 characters will appear on people's feeds
- Contextually work in **keywords** to reach similar topics and audiences

Image Size and Video Length Best Practices

- **Image:** 2:3 aspect ratio
- **Video:** Vertical 9:16, Horizontal 16:6, Square 1:1 | 0:06-0:15
- **Video pins:** Up to 2 GB (added through a Pinterest business account)
- **Promoted carousels (two to five images):** 1:1 or 2:3 ratio

FOLLOW US ON PINTEREST >



3 Editorial Calendar

Find ideas, key dates and timely hashtags to join the social media conversation around the Let's Go There campaign during May and June in the official **Editorial Calendar**.

DOWNLOAD EDITORIAL CALENDAR >

EDITORIAL CALENDAR				
READY? SO ARE WE.				
Let's GO There				
Monday	Tuesday	Wednesday	Thursday	Friday
5/17 <i>Launch Day</i>	5/18	5/19	5/20 <i>Travel Deals Day</i>	5/21
Homepage Takeover Feature Let's Go There imagery or branding on your website's homepage	Include Let's Go There messaging in an email newsletter to your partners and stakeholders, encouraging them to utilize toolkit resources		Send an email blast to drive customers to a page on your website that features deals and offers. Promote this page using #LetsGoThere on your social media channels	Start a countdown to #MemorialDayWeekend by inspiring travelers to book a vacation with #LetsGoThere
5/24	5/25	5/26 <i>Instagram Day</i>	5/27	5/28
Share the updated Let's Go There video on all social platforms with #LetsGoThere		Incorporate interactive ideas using the Instagram story feature or post summer imagery with the Let's Go There logo and #LetsGoThere on your Instagram page	Encourage social media followers to #TravelConfidently and use healthy travel practices over #MemorialDayWeekend	
5/31	6/1	6/2	6/3	6/4 <i>Homepage Takeover Day</i>
Schedule a Happy #MemorialDay social media post using a Let's Go There graphic and #LetsGoThere	Poll your Twitter followers, asking what they are most looking forward to this summer with #LetsGoThere or incorporate additional Twitter engagement ideas	Publish a blog or LinkedIn article authored by your CEO or CMO, sharing their upcoming summer vacation plans and asking employees to do the same on their social channels		Update your Facebook profile picture and cover photo to include the Let's Go There Coalition's signature Therefinder as part of the second Homepage Takeover Day to continue advancing campaign messaging

3

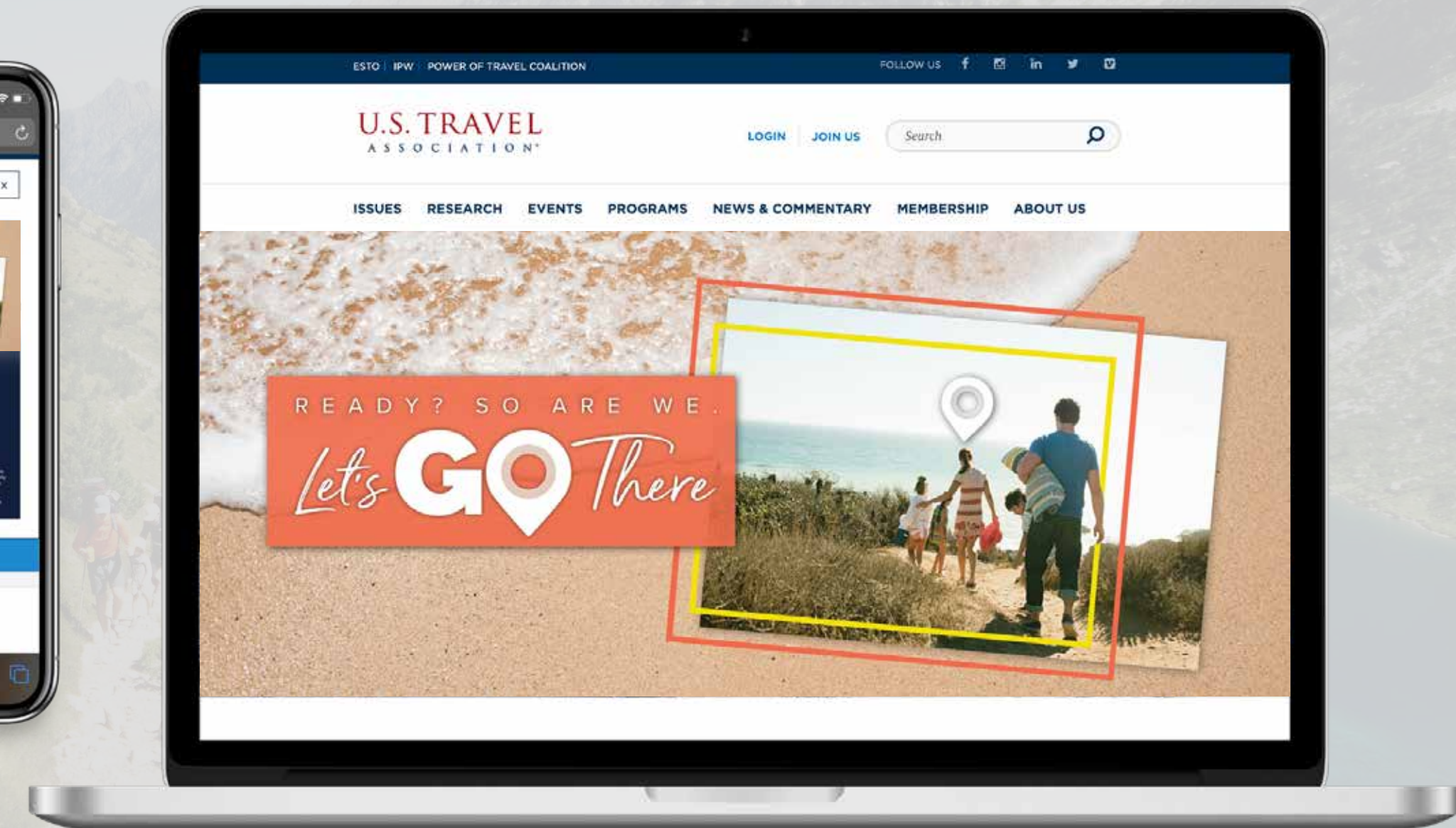
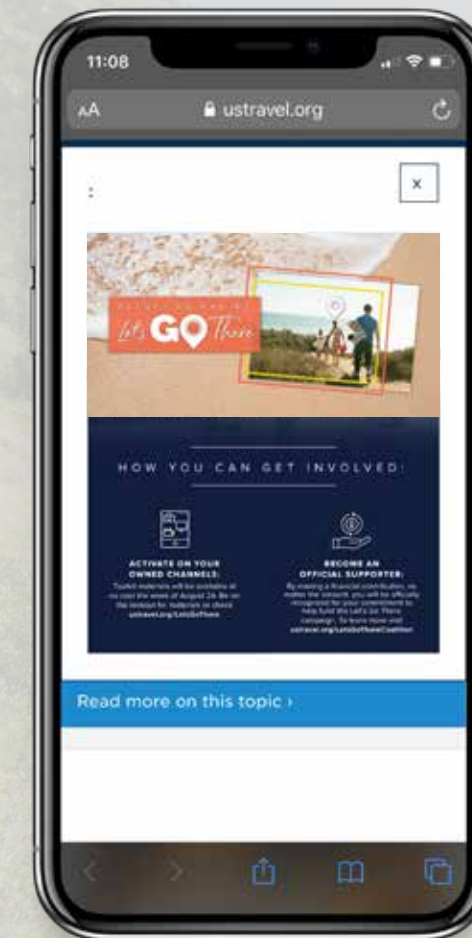
Homepage Takeover

On **May 17 and June 4**, 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 May 17 and June 4, the same days as the homepage takeover, to include the Let's Go There logo.

[Download images for Twitter, Facebook, Pinterest and LinkedIn.](#)



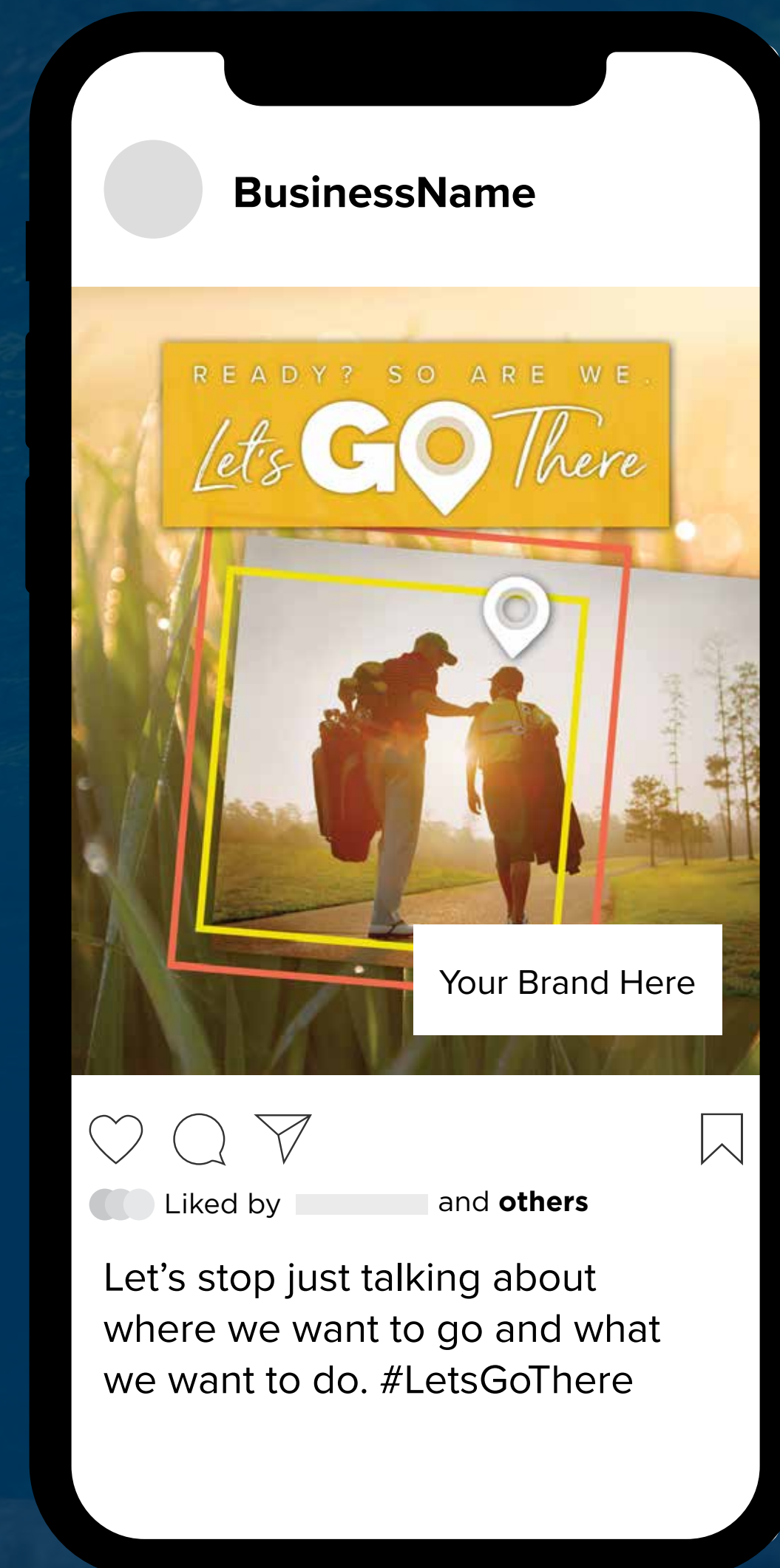
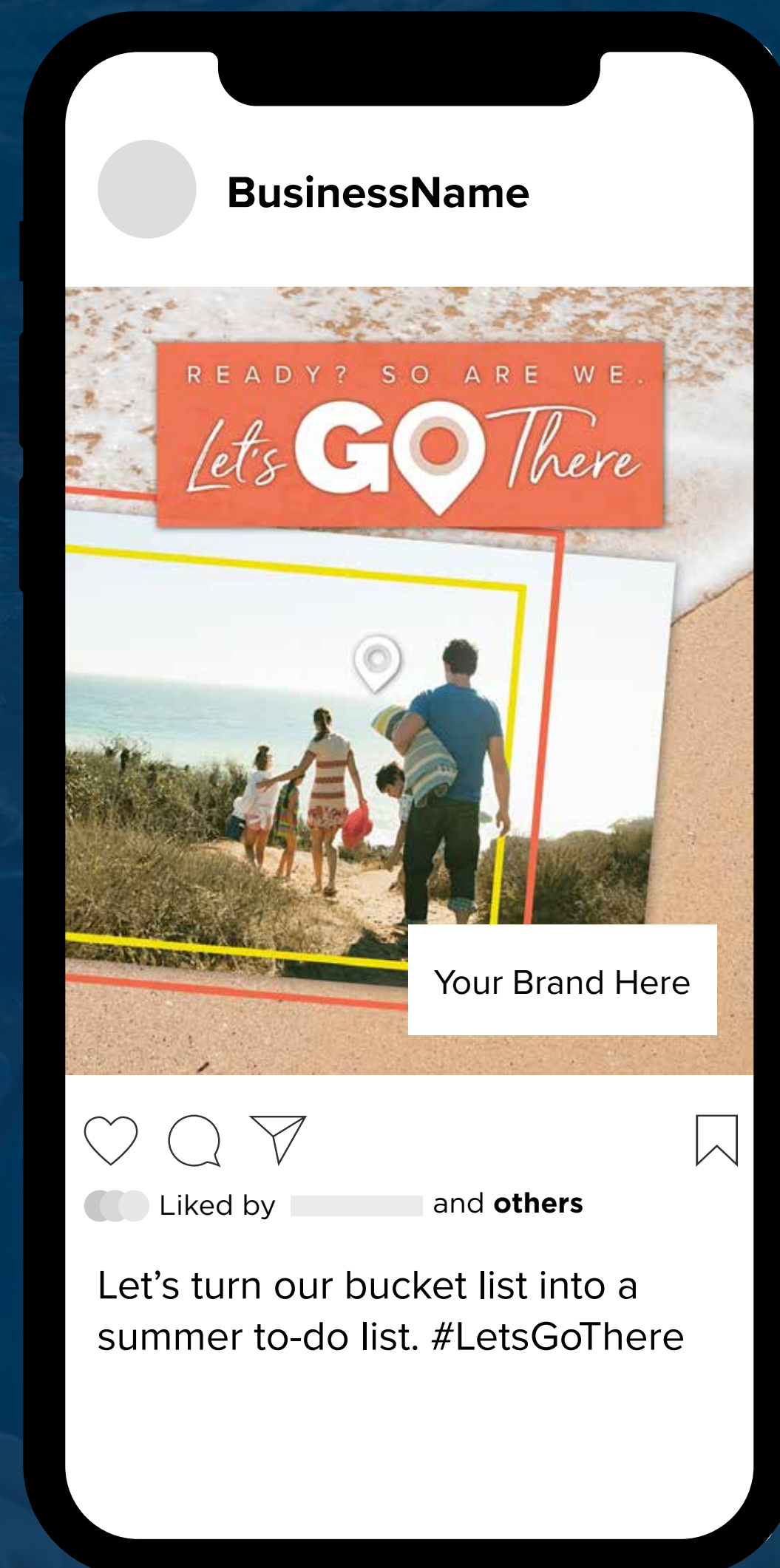
[DOWNLOAD HOMEPAGE TAKEOVER GUIDE >](#)

3 Instagram Day

On **May 26**, use your organization's Instagram account to engage directly with your followers. Post images that call on your audience to respond to in the comments (ask a question or encourage them to share their favorite pastime/what they are most looking forward to about your destination/brand).

Use the Instagram stories feature for even more interactive content by posing questions or polls. Add GIFs and stickers to make your story even more eye-catching.

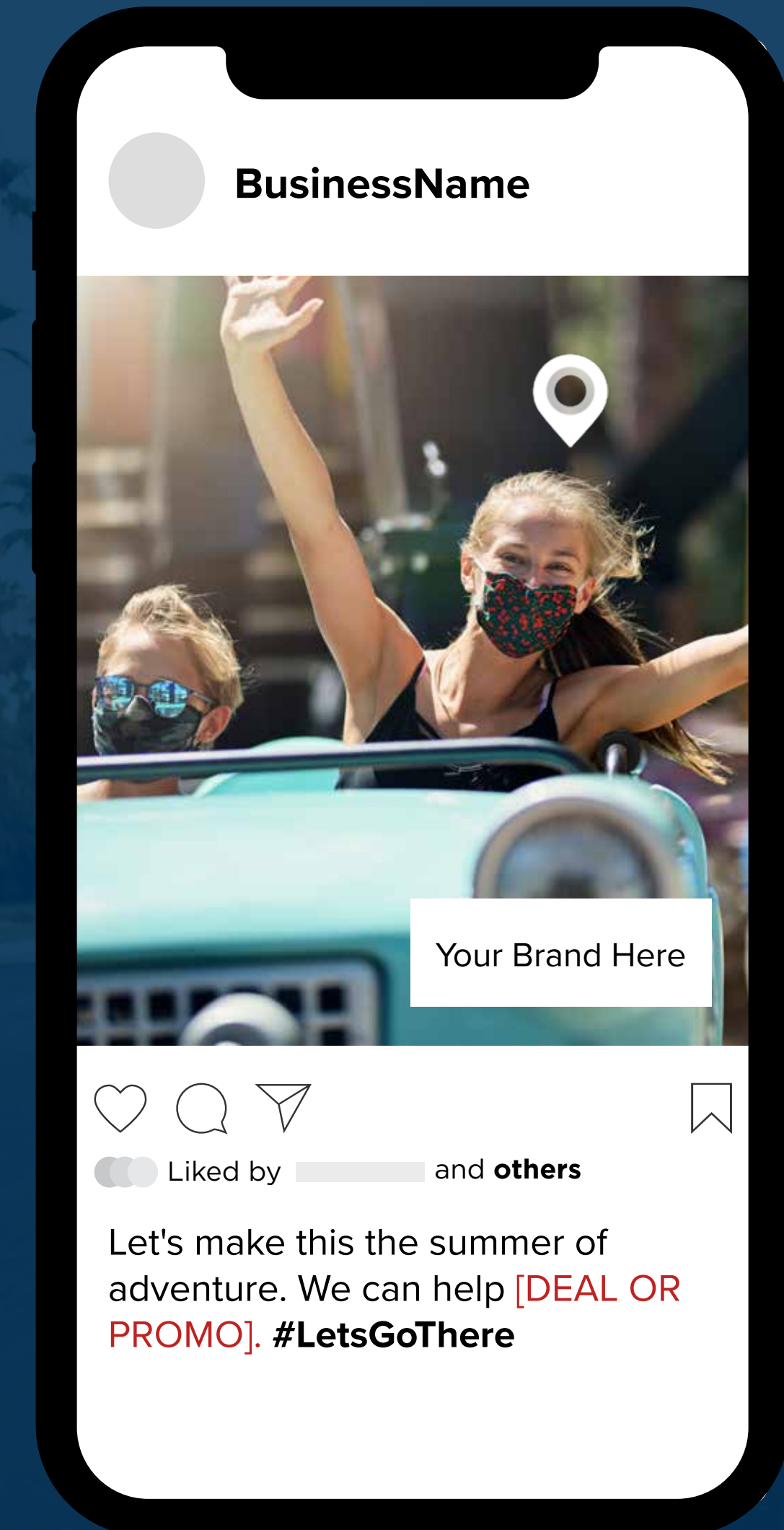
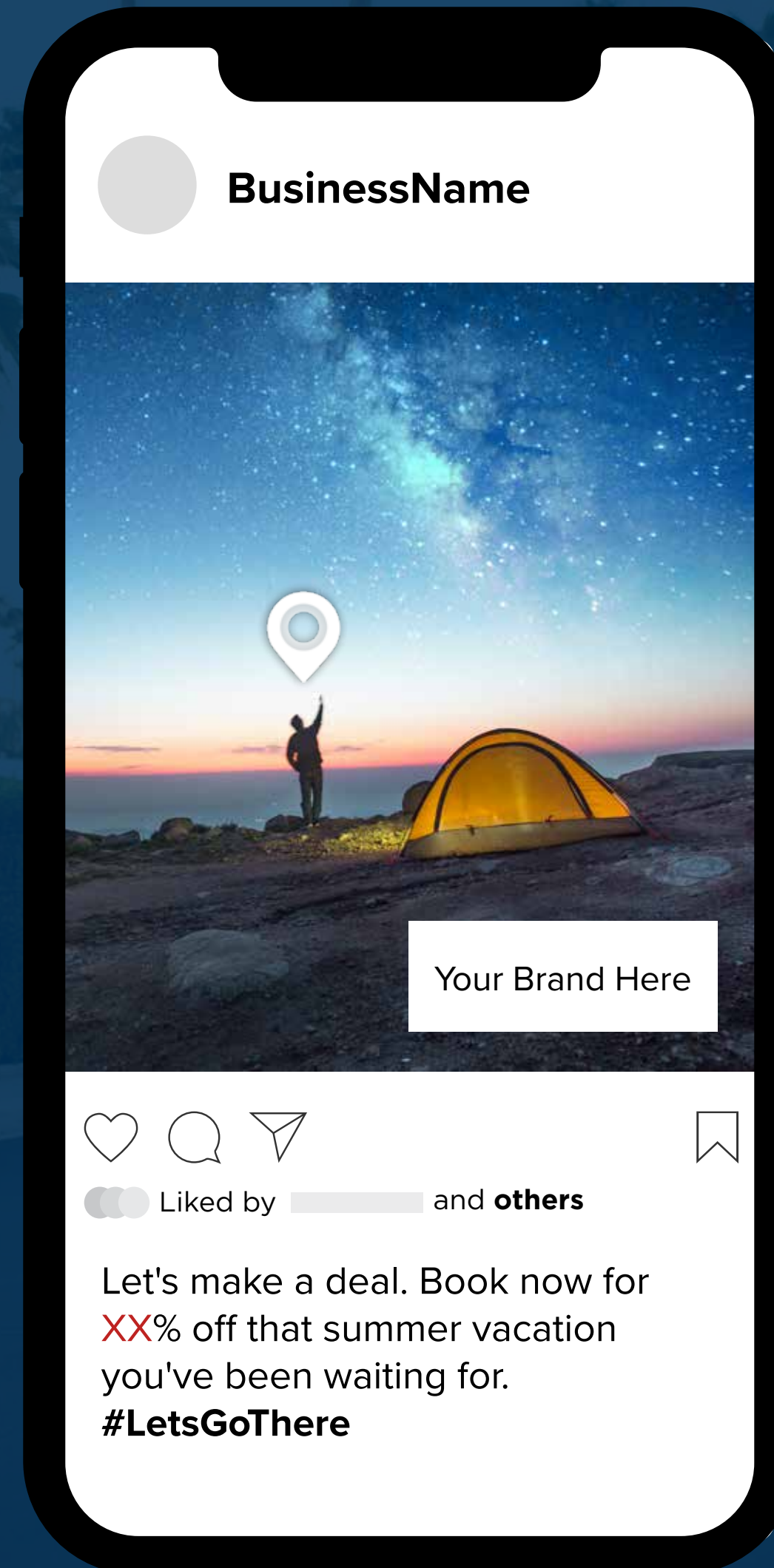
[ADDITIONAL IDEAS >](#)



3 Travel Deals

Offering or compiling travel deals in your website? Get ahead of Memorial Day Weekend by driving traffic via your social media handles, using the **#LetsGoThere** hashtag, or eBlasts to your page on **May 20**. Booking data shows that nearly 50% of Americans are making hotel reservations just one week out from their trip.

Source: TravelClick



4

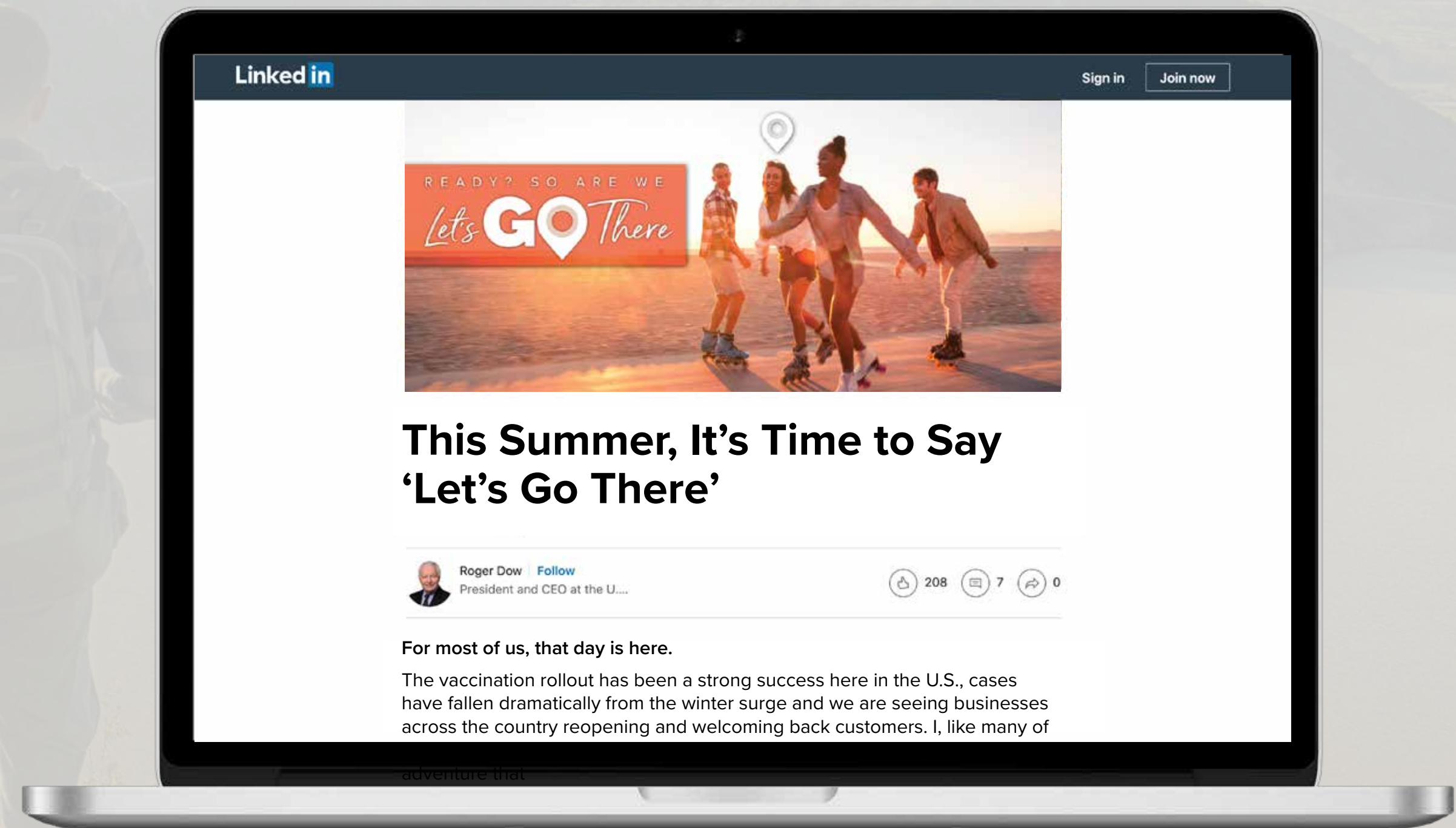
Sample Thought Leadership Copy for CEO or CMO



Publishing content on LinkedIn will help elevate the Let's Go There campaign to a broader audience, demonstrating the importance of the travel to the U.S. economy, American jobs and our personal well-being.

Looking for a branded header image for your article? 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.



[DOWNLOAD SAMPLE COPY >](#)

5

Sample Partner Outreach Materials | B2B Newsletter Copy

Incorporate information about the [Let's Go There Coalition](#) and campaign in your communications to your partner/stakeholder and trade distribution lists to encourage their participation. Share the campaign assets with them so that they too can join the movement on their social media channels.

SAMPLE COPY

Join Us for the Final Phase of the Let's Go There Campaign

The final phase of the highly successful Let's Go There campaign, designed in 2020 to inspire Americans to plan and book future travel, is underway. We invite you to join us as we encourage our audiences to take the next step and **travel**.

There are several ways to get involved, which you can find outlined in the [Let's Go There campaign toolkit](#). Resources include sample social media copy, graphics, campaign videos and more.

Key dates:

- **May 17:** A homepage takeover for the campaign launch
- **May 20:** Travel Deals Day where the industry will drive traffic to deal pages on their websites
- **May 26:** Instagram Day where travel brands and organizations will use their handle to engage directly with potential travelers
- **June 4:** A homepage takeover to close down the campaign

Reference the [editorial calendar](#) for more ideas.

5

Health and Safety

Travel in the New Normal: Industry Guidance for Promoting the Health and Safety of All Travelers

is available as a core set of health and safety guidance that anyone in the industry may adapt to their business. It is regularly updated by health and medical experts to reflect best practices.

Looking for ways to encourage visitors to take preventative measures to help assure health and safety? Resources are available in the [#TravelConfidently Toolkit](#).

READ THE GUIDANCE >

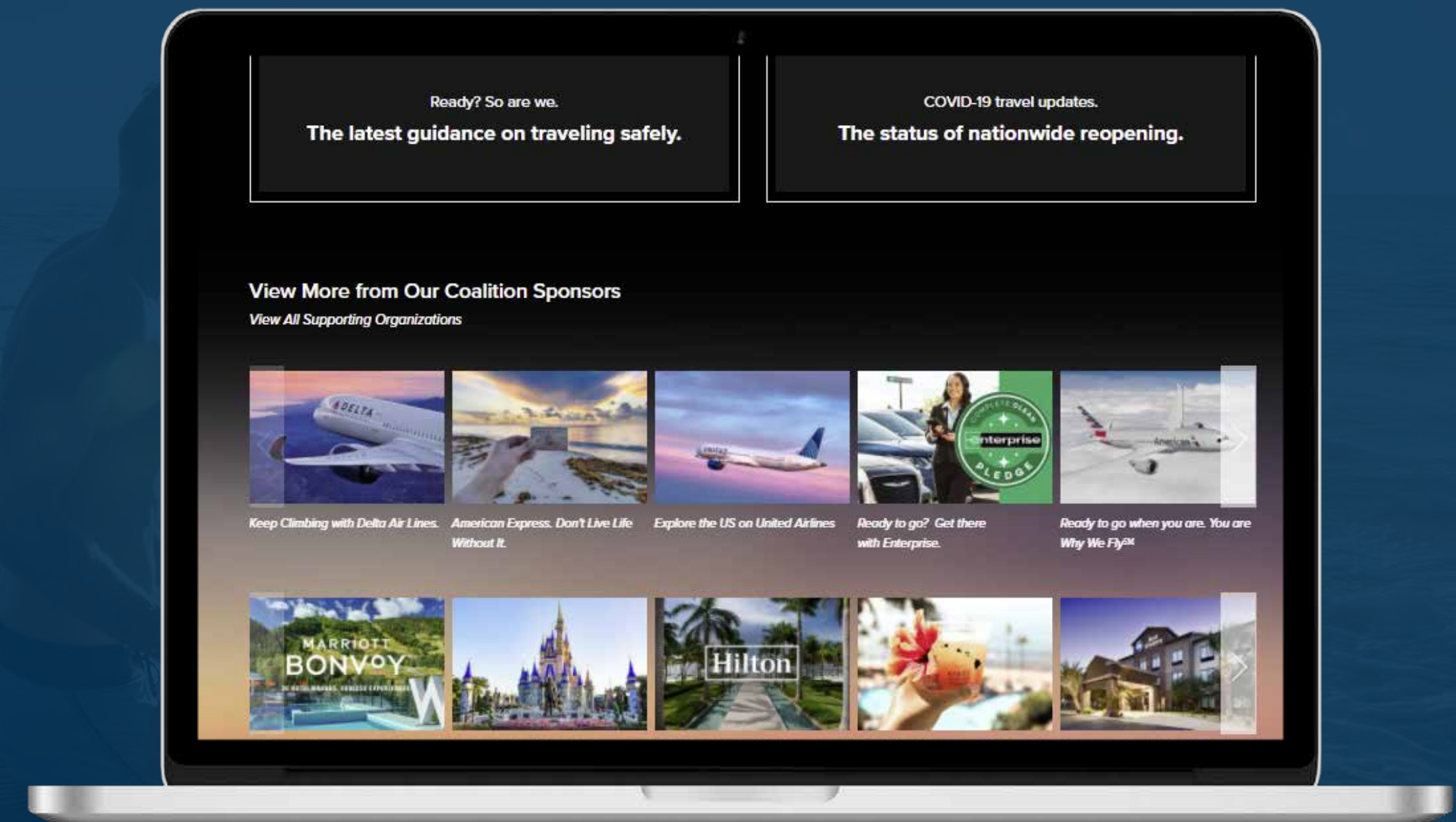


5

letsgothere.travel

The Let's Go There campaign consumer landing page provides both inspiration and the opportunity to discover deals and travel through content provided by the Let's Go There Coalition members and destination inspiration via [VisitTheUSA.com](https://www.visittheusa.com). Access to health and safety measures and reopenings will also be available.

All paid media efforts will drive traffic to the official landing page.



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)