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.
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” 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. **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](holmberg@ustravel.org), vice president of marketing and industry communications at U.S. Travel Association, for more information.
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)
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

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.

Additional sample copy available upon download.
Let's stop making promises and start making them happen. We can help [DEAL]. #LetsGoThere

Let's break away from the ordinary. From [UNIQUE BUSINESS] to [LANDMARK], we offer plenty opportunities for a change of place. #LetsGoThere

Let's make this the summer of adventure. Join us in [DESTINATION] with [DEAL]. #LetsGoThere

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

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

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

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FOR MORE IDEAS ON HOW TO MAXIMIZE YOUR TWITTER FEED, VIEW OUR NEXT LEVEL IDEAS GUIDE >
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
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 16:9, 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

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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 >
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.
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 >
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
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.
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.
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.
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. 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
Facebook: @LetsGoThereCoalition
Pinterest: Let’s Go There Coalition
Twitter: @LGTCoaition