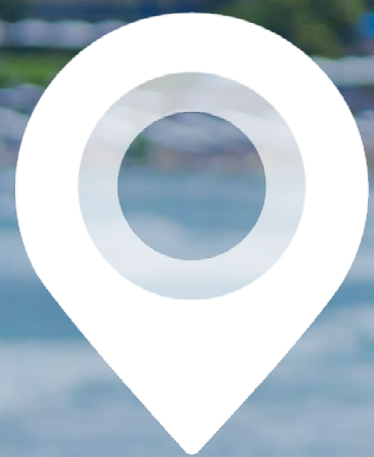


READY? SO ARE WE.

Let's **GO** There

HOMEPAGE TAKEOVER GUIDE

May 17 and June 4



During the first three phases of this campaign, hundreds of organizations participated in coordinated homepage takeovers to create an industrywide echo chamber sharing the same message to travelers: Let's Go There.

For the final phase, there will be two days for industrywide homepage takeovers: May 17 and June 4. By updating your imagery and adding the Let's Go There logo to your website homepage, you will help amplify the campaign and display unity across the industry.

If your website features a **hero photo** or **image slider**

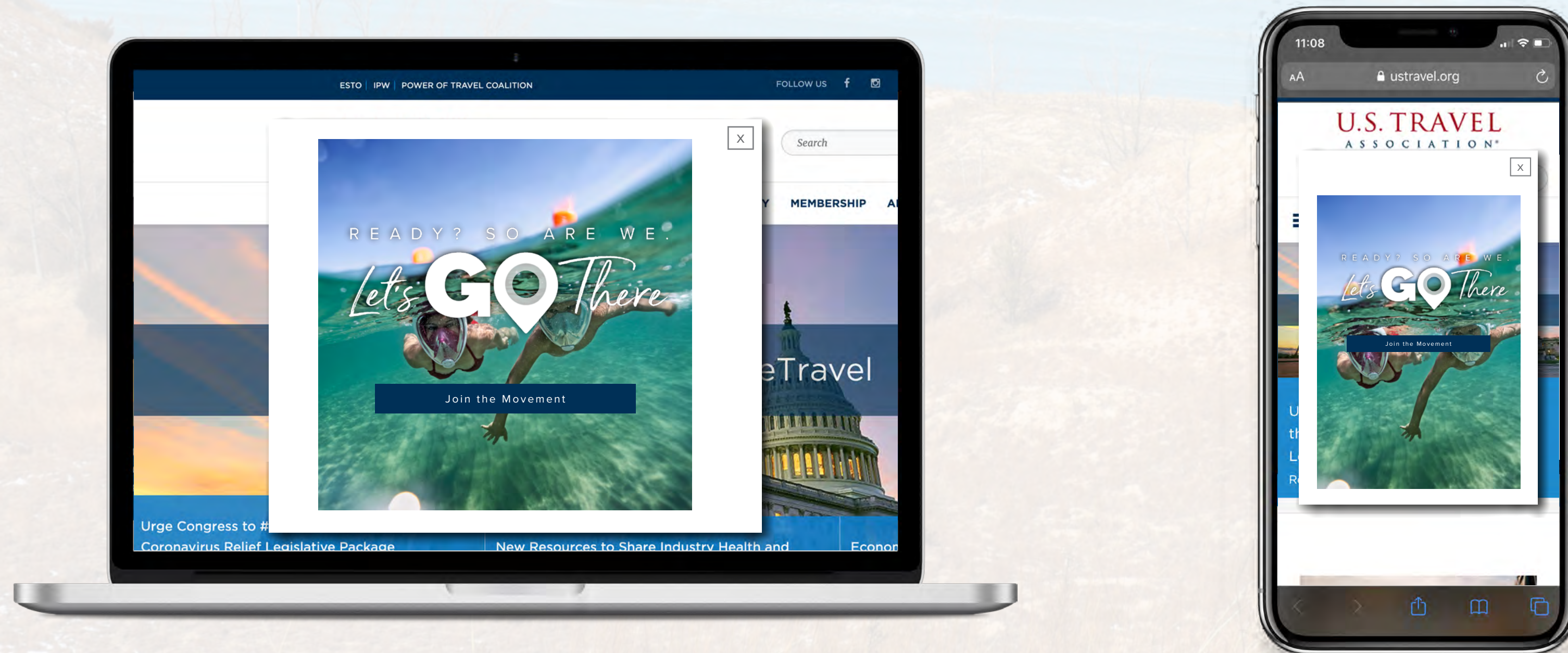
Spotlight Let's Go There branding with action-oriented imagery centered around reuniting with friends and family and living in the moment at the top of your landing page



DOWNLOAD **LET'S GO THERE** LOGO >

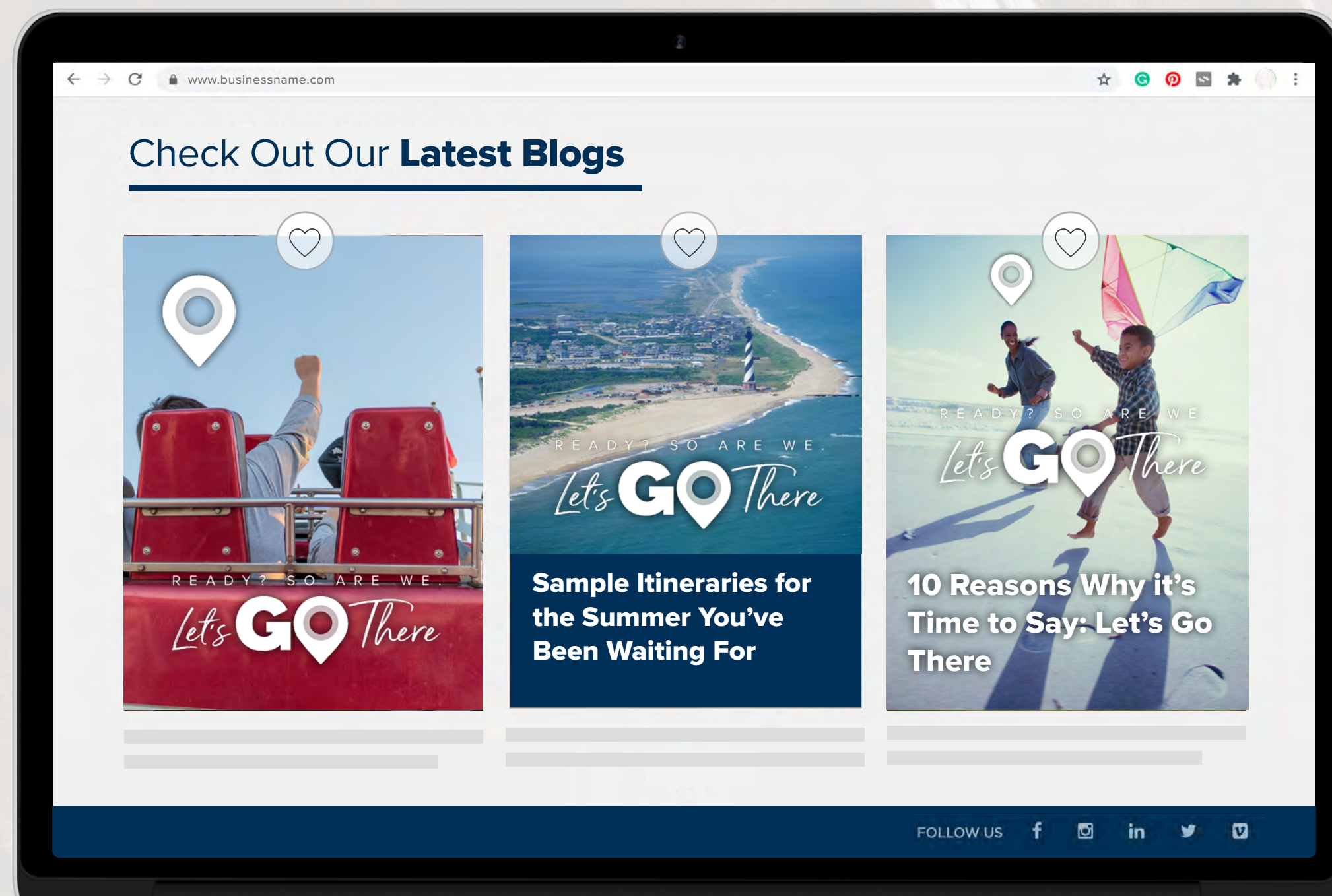
If your website is built for **temporary popup messages** (or splash page)

- Create a splash page with imagery featuring the Let's Go There logo
- Don't have the capability to create a splash page? [Here are instructions](#) (via Wix.com) on how you can easily create one



If your website can spotlight a **blog post**

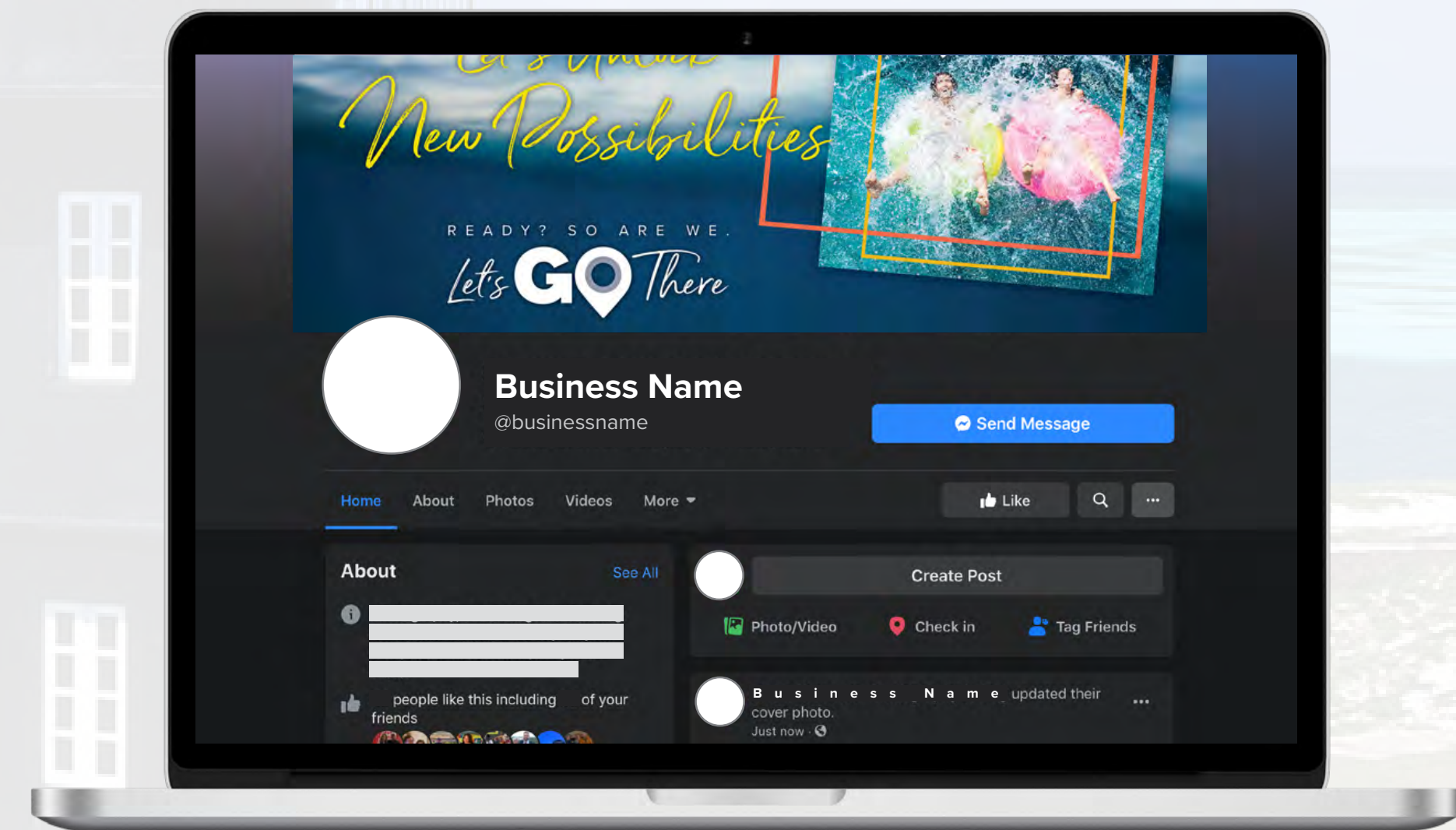
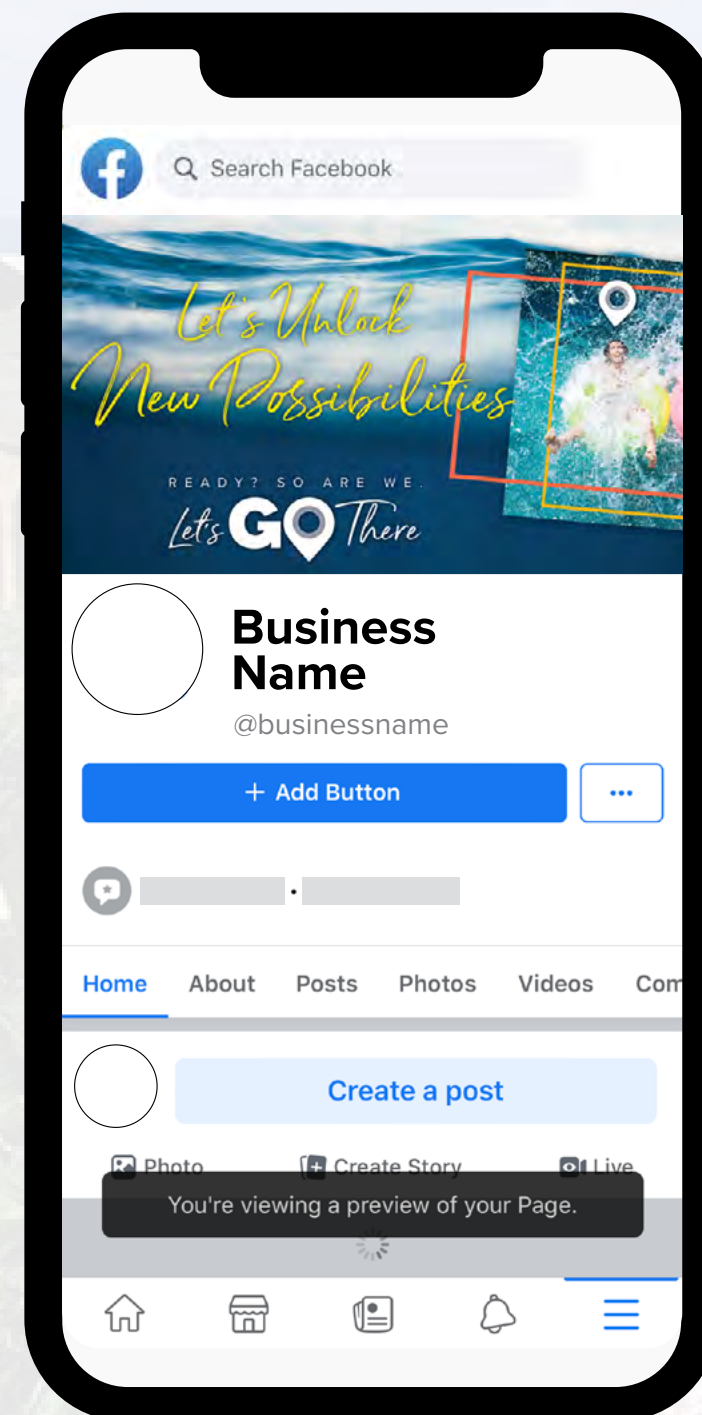
Publish a blog on the campaign on your website and highlight on your homepage



[DOWNLOAD SAMPLE BLOG >](#)

Change the **headers on your social media channels** to include the Let's Go There logo

Carry your message further: Align your social media channels with your website in terms of imagery, call to action and URLs to drive traffic to the homepage takeover



[DOWNLOAD SOCIAL HEADER IMAGES >](#)

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)

ACCESS **ALL RESOURCES** >