



The Let's Go There Coalition has roots in the successful campaign that rallied all segments of America's travel industry to prepare health and safety travel guidance to combat the spread of COVID-19. The Let's Go There campaign's mission is to encourage Americans to dream about and plan a domestic travel experience whenever it may be possible to safely do so, in light of COVID-19 challenges.

Under U.S. Travel Association's leadership, the Coalition is comprised of travel businesses, destinations and organizations that support the recovery of America's travel industry and align with campaign efforts to get our industry back up on its feet.

PURPOSE

- To provide leadership, guidance and input pertaining to a communications strategy and marketing campaign to jumpstart the recovery of the U.S. travel economy.
- To help guide U.S. Travel staff, consultants, agencies and partners, as well as Let's Go There Coalition members, in their shared responsibility for executing the campaign.
- To collaborate with like-minded companies and organizations across the U.S. to align around consistent consumer messaging that supports health and safety practices as travelers consider and build plans to return to domestic leisure and business travel in light of COVID-19.

COALITION MEMBERS

Let's Go There Coalition membership is open to organizations who are (a) previously appointed to serve on the U.S. Travel Marketing & Communications Working Group, and/or (b) have provided an investment to fund the Coalition's comprehensive marketing and communications campaign.

Coalition members shall: (i) provide feedback and guidance on the development of Coalition strategies and goals, (ii) act as an advocate for Coalition strategies and goals, (iii) assist in partnership development by providing contact with at least one potential funding or strategic partner. While only Governing Coalition Members may vote, all members may participate in Coalition meetings.

Coalition members may be acknowledged in Coalition creative materials.

GOVERNING COALITION MEMBERS

Governing Coalition Members are U.S. Travel Association Chairman and Board Circle members who are also invested in the Let's Go There campaign. Governing Coalition Members shall be the decisionmakers for the Coalition under the leadership of the Coalition Co-Chairs, who shall liaise to the U.S. Travel Association Executive Committee and Board. There shall be Governing Coalition members who lead three campaign workstreams: (i) paid media, (ii) earned media and (iii) owned media/travel trade. U.S. Travel Association's president and CEO and the executive vice president of public affairs and policy shall serve as Governing Coalition Members.

COALITION FUNDING

The Fundraising Committee of the Let's Go There Coalition shall be composed of members that represent various industry segments. The committee shall be responsible for industry outreach by community group (corporations, destinations, allied, individuals) to raise necessary funds to support Coalition objectives. The Coalition shall be fully-funded by contributions from its members. The Governing Coalition Members shall review the budget, revenues, and expenditures regularly, and report to the Coalition on the status of such funds.

U.S. TRAVEL ASSOCIATION STAFF LIAISONS

There shall be dedicated U.S. Travel Association staff to support the Coalition as necessary for the Coalition to effectively fulfill its mission. Staff shall:

- Work closely with Let's Go There Coalition and external consultants in creating strategy, goals and fundraising.
- Ensure priorities and milestones are achieved.
- Engage Co-Chairs and workstream leads to assist if obstacles to achieving goals arise.
- Create meeting and conference call agenda and prepare Co-Chairs for meetings.