



Sample Partner Outreach Materials | B2B Website Copy

Incorporate information about the Let's Go There Coalition and campaign on your web pages dedicated to your partners/stakeholders to encourage their participation. Share the campaign assets with them so that they can join the movement on their social media channels.

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The Let's Go There campaign is a new industrywide effort to inspire Americans to do what is exciting, safe and productive: make plans to travel.

Developed by the Let's Go There Coalition, the goal of the campaign is to reignite America's sense of wanderlust and encourage travelers to look ahead at their next getaway—whenever the time is right.

The Let's Go There, Soon iteration of the campaign heavily emphasizes inspiration as a precursor of planning, with a focus on future travel. Destinations who are currently unable to market out of state—or discouraged from marketing at all—should be able to join the larger campaign through this messaging.

For more information about the Let's Go There campaign, visit LetsGoThere.travel. To learn about the Let's Go There Coalition, visit ustravel.org/LetsGoThereCoalition or contact info@letsgothere.travel with questions.