WHEN IT'S TIME FOR YOU, WE'LL BE READY

Let's GO There, Soon

INDUSTRY TOOLKIT

The Movement Starts September 8

Campaign Logo and Walk Up

WHEN IT'S TIME FOR YOU, WE'LL BE READY

Let's GO There, Soon

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 to inspire travelers to look forward to, plan and book future travel.

The "When it's time for you, we'll be ready" walk up portion of the logo aims to remind Americans that this campaign is inspirational, geared toward planning and future commitment and that travel brands and businesses remain ready to welcome them when circumstances allow.

Let's Go There, Soon can be used by destinations or travel businesses within a destination that are unable to market to out-of-state travelers due to quarantines, local government restrictions, rising coronavirus cases, resident sentiment or other limitations. The "soon" addition to the logo allows these businesses and organizations to still be part of the larger campaign, but focus more on providing inspiration for planning for future travel, not necessarily on taking action now. A secondary audience can be reaching local travelers.

DOWNLOAD LOGO >

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 (0:60):** For use on all social media platforms (Instagram, Facebook, Pinterest, Twitter, Snapchat, LinkedIn, YouTube, website)

   Available lengths: 0:60, 0:30, 0:15, 0:06
   (Note: There are several versions of 0:15 and 0:06)

   Available sizes: 16:9 and 9:16

2. **Social media graphics and sample copy:** All platforms

3. **Sample consumer outreach materials:** Digital banners, B2C website copy, newsletter copy

   Available banner sizes: 300x250 | 160x600 | 728x90

4. **Sample partner outreach materials:** For use on B2B websites, newsletter copy

5. **Sample copy for CEO thought leadership:** For use on LinkedIn and blogs

Interested in customizing assets to include your brand name, imagery and b-roll? Contact **Sarah Shields**, director of industry communications at U.S. Travel Association (sshields@ustravel.org) for more information.

LEARN MORE ABOUT THESE ASSETS IN THE FOLLOWING PAGES >

1 Official Campaign Video | 0:60

The official campaign video is available 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 plan and book travel.

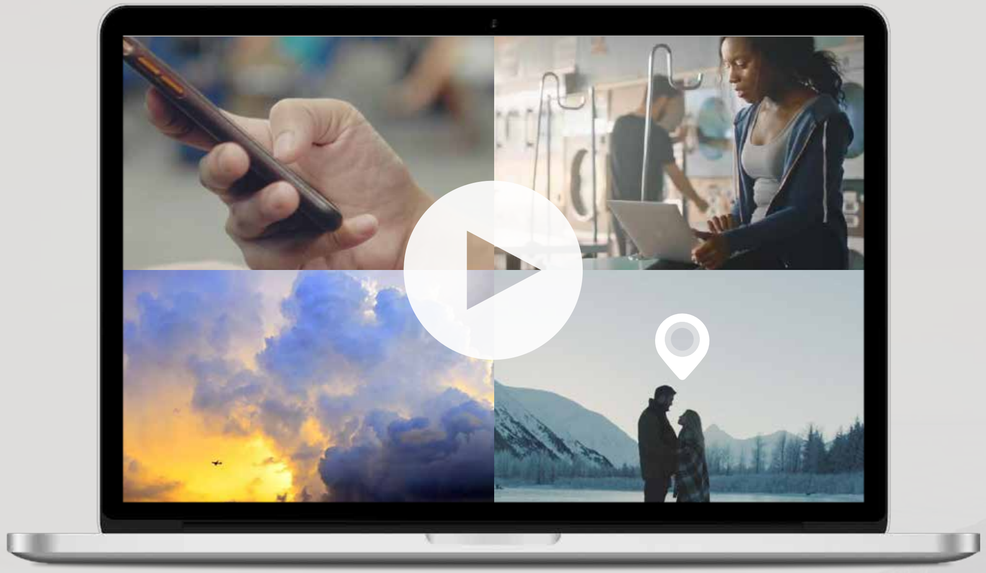
The various lengths and sizes of the video allow flexibility for use on each social media platform.

Recommended use:

- 0:60 (speaking engagements, presentations and all platforms)
- 0:30 (all platforms)
- 0:15 (all platforms + ads)
- 0:06 (Facebook ads/Pinterest ads/YouTube ads)

(Note: There are several available versions of 0:15 and 0:06)

**Videos feature the Let's Go There logo only. Videos featuring the Let's Go There, Soon logo will be available upon request starting mid-September.*



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 **#LetsMakePlans** 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 a page of your choice on your site.

Use the **#LetsMakePlans** hashtag across all social media channels to encourage travelers to take the next step and plan. **#LetsMakePlans** aligns with the creative assets behind the Let's Go There campaign and enhances performance on social platforms, such as Instagram, where it is already in use with travel content.

DOWNLOAD ALL SAMPLE SOCIAL COPY >

Your next adventure is waiting. Get one step closer and plan the ultimate itinerary. When the time is right for you, we'll be ready to make it happen. #LetsMakePlans

Nothing can stop us from dreaming and DESTINATION has plenty of inspiration. We are proud to support the @LetsGoThereCoalition and remind Americans the benefits of planning ahead for future trips. #LetsMakePlans

Reignite your sense of wonder. Start dreaming about the perfect vacation. We have plenty of inspiration. #LetsMakePlans

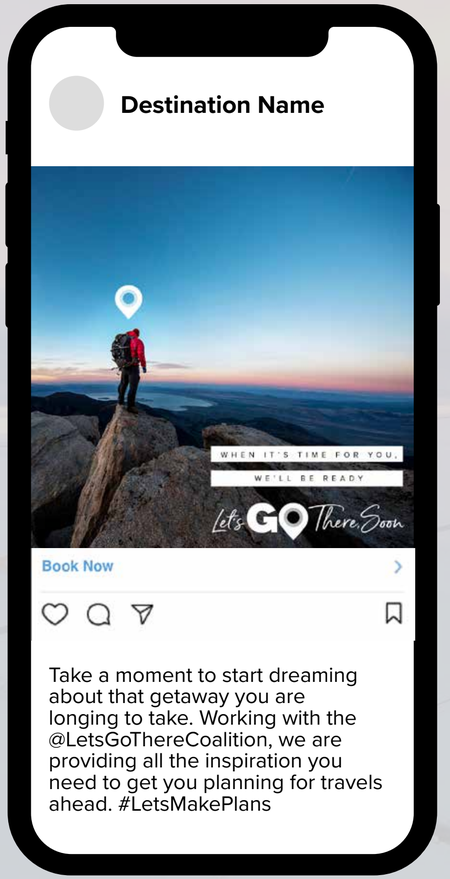
Additional sample copy available upon download.

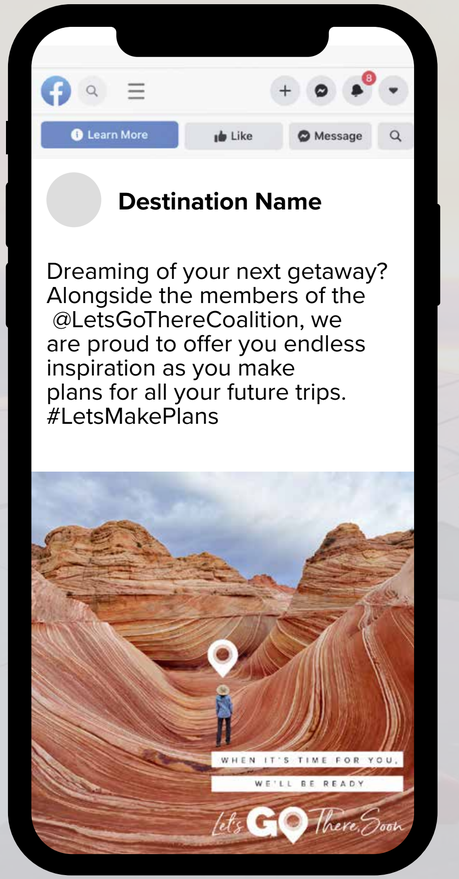
TIP: Create a landing page on your site that bears the Let's Go There, Soon branding to continue the experience from your social media posts. Curate planning and inspirational content on this page that supports the overall campaign messaging.

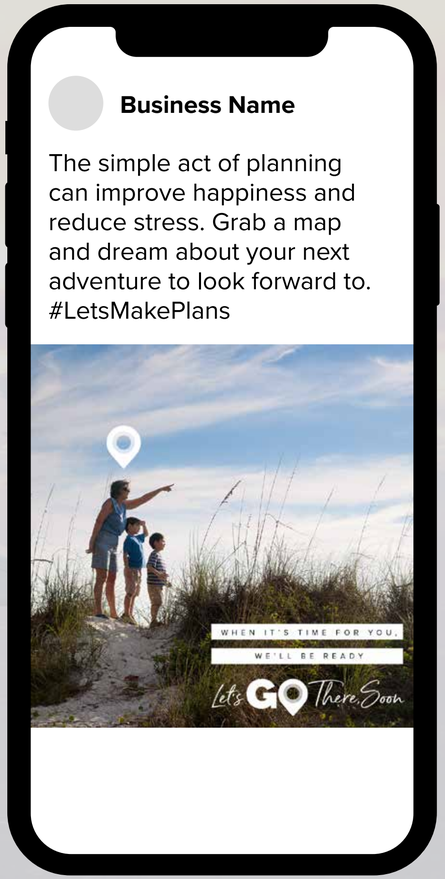
For more ways to incorporate Let's Go There, Soon on your consumer page, see **consumer website** and **email outreach** materials.

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.



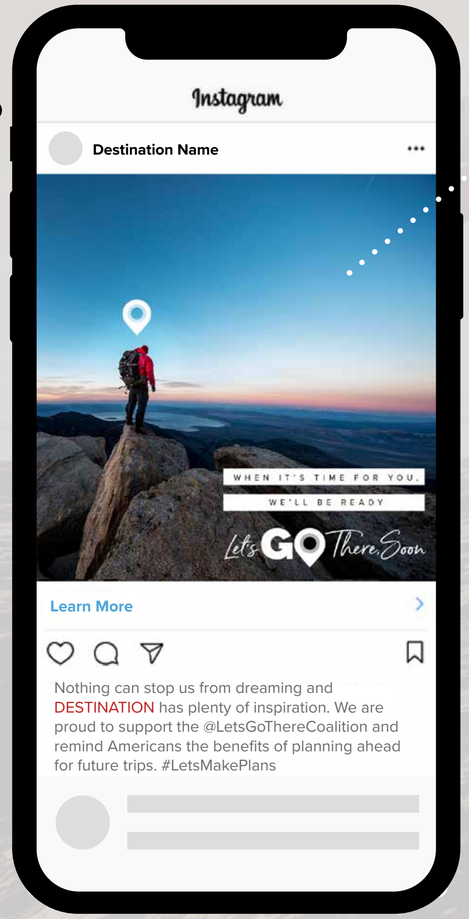


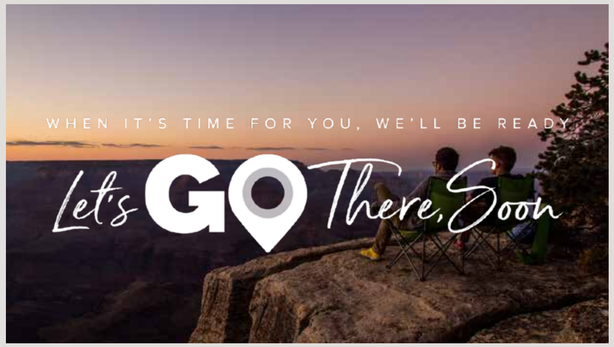


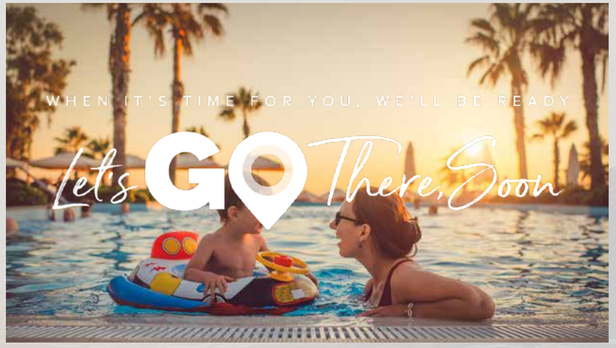
2 Social Media Graphics

Six different static graphics, sized for each platform, are available to download and use. The Let's Go There, Soon participation checklist has ideas on how you can incorporate these graphics into your editorial calendar.

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

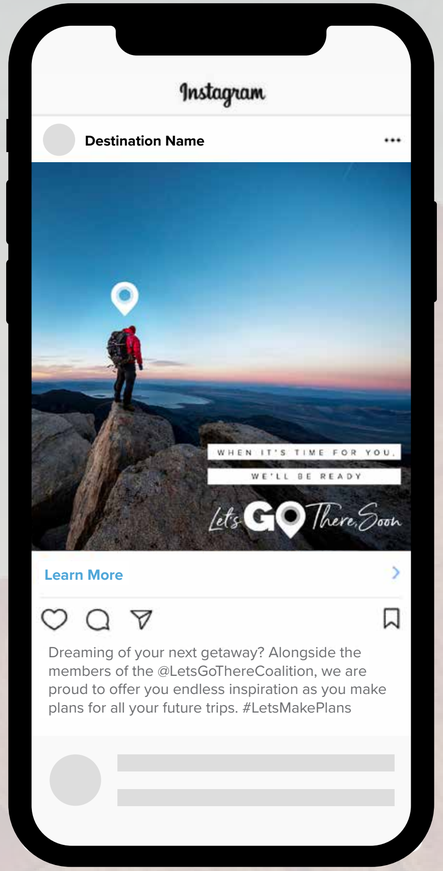
General

- Consider adding letsgothere.travel as the URL in your bio on key dates (such as the homepage takeovers on September 8 and 22) during the campaign
- Add **#LetsMakePlans** 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, Soon 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 >



2 Sample Social Media Copy and Graphic Use: Facebook

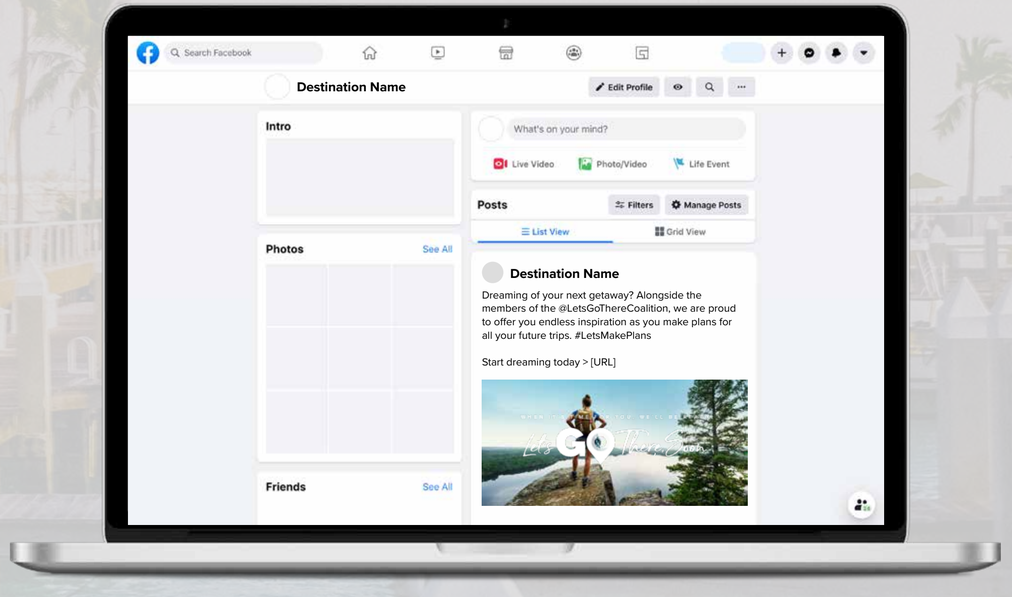
Tips and Recommendations

In Feed

- On September 8, **pin a post** about Let's Go There, Soon to the top of your business page to show you are a part of the larger campaign
- Share the Let's Go There campaign video as a "**premiere**" when uploading so all followers will get a notification to watch
- 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 >

2 Sample Social Media Copy and Graphic Use: Pinterest

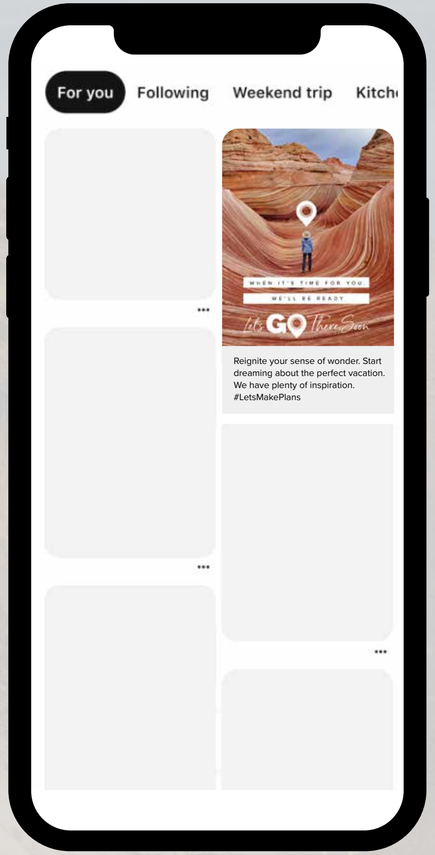
Tips and Recommendations

- Create a **Pinterest board** for Let's Go There, Soon on your business page
- Consider adding a **Pin It button** to Let's Go There, Soon imagery on your website
- Make the Let's Go There, Soon 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 >



2 Sample Social Media Copy and Graphic Use: Twitter

Tips and Recommendations

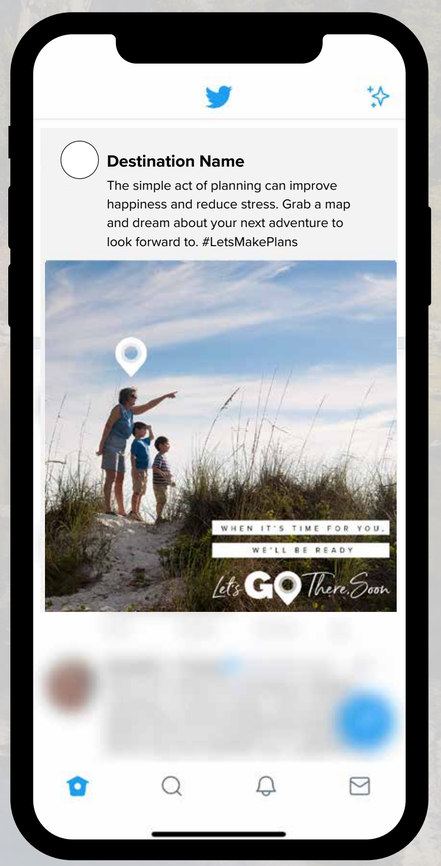
In Feed

- **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**
- For ads, **image and video website cards** are eye-catching ways to drive traffic to a landing page
- For ads, 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 >



2 Tips for Handling Negative Responses

Regularly monitor feedback and comments on all your posts.

It is not necessary to respond to every negative comment. If an account appears to be baiting responses with very few followers (otherwise known as a social media troll), there is no need to respond. But watch for any increase in negative comments and trends and adjust tone if needed.

If your company policy allows, consider turning off comments or deleting/hiding responses that are negative.

Follow official accounts for the latest local COVID-19 news in your area and adjust messaging as needed to reflect developments and have a source to provide updated information to your followers.

Sample responses to comments:

- *It is irresponsible to promote travel right now...*
  The safety of residents, employees and visitors is a top priority for all travel businesses in DESTINATION. We are encouraging Americans to start making plans to come to DESTINATION NICKNAME when the time is right for them, whenever that may be.

  Starting to plan for a trip can bring benefits like lower stress, better health and improved work performance. That's why we are encouraging Americans to start making plans—and have something to look forward to in the future.

- *Is it safe to travel?*
  We are closely monitoring safety trends in DESTINATION. Learn more about what is open and relevant travel restrictions ➡️ LINK.

- *Why are you telling people to travel to my hometown?*
  There is no better time to explore our own backyard and support the local businesses that make up our community. We are also here to remind people all that DESTINATION has to offer and to inspire future travel plans when the time is right.

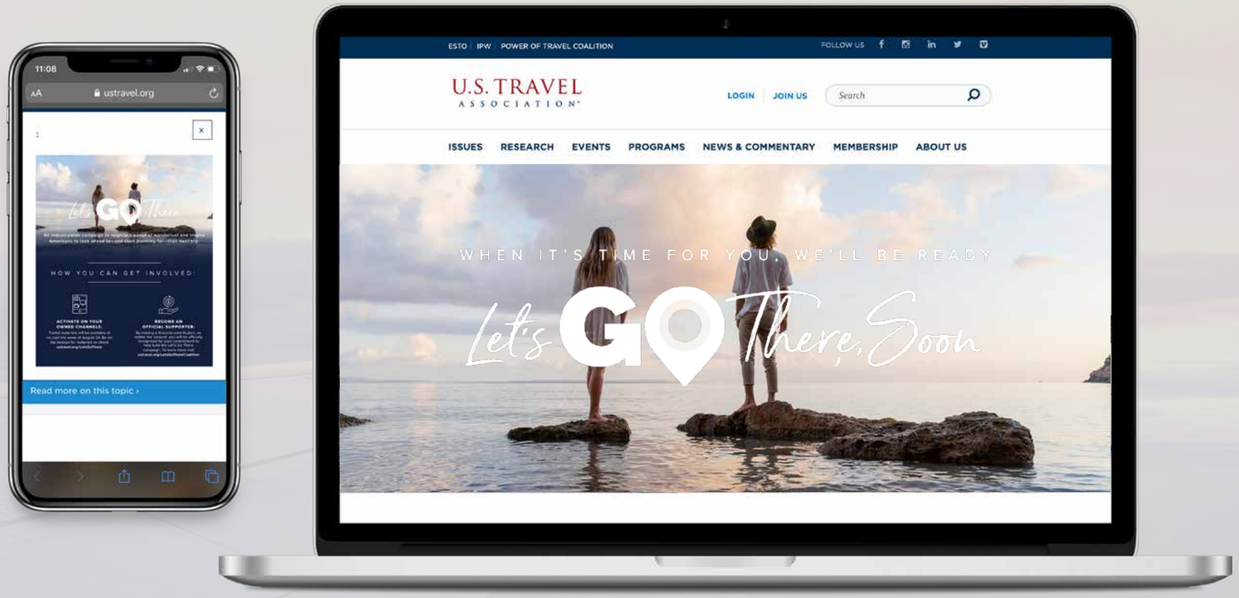
3 Homepage Takeover

On **September 8 and 22**, 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 September 8 and 22, the same days as the Homepage Takeover, to include the Let's Go There, Soon logo. Download images below (options available):

- Facebook
- Pinterest
- Twitter



DOWNLOAD HOMEPAGE TAKEOVER GUIDE >

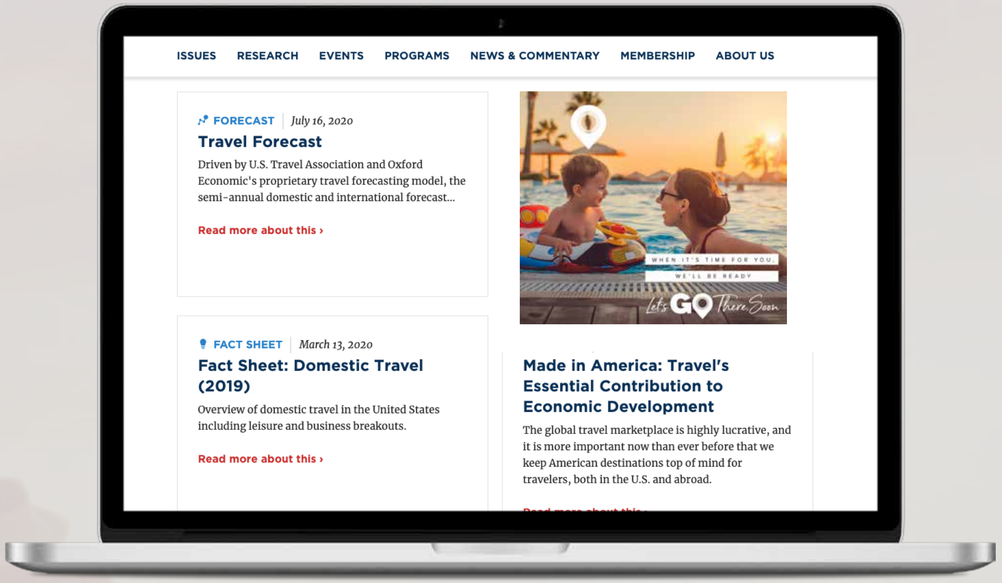
3 Display Banners

An animated hero display banner is available for use on your website or newsletters in a variety of sizes.

HTML5 Sizes: **300x250** | **160x600** | **728x90**

TIP: Incorporate these animated digital banners onto your website for the Let's Go There campaign **homepage takeover** on September 8 and 22.

**Digital banners feature the Let's Go There logo only.*



300x250

160x600

728x90

DOWNLOAD ALL DISPLAY BANNERS >

3 Sample Consumer Outreach Materials | B2C Website Copy

Incorporate the Let's Go There, Soon logo onto your website with the sample copy below or consider creating a dedicated landing page for the Let's Go There, Soon campaign that includes inspirational imagery and itineraries.

B2C Webpage Copy:
We all need something to look forward to. It's time to feel that feeling once again because there is nothing more exciting than planning that next perfect getaway. Right now, exploring our backyard safely is a way to support our community and when the time is right, we look forward to welcoming back visitors, too.

B2C Webpage Boilerplate:
We are proud to be supporter of the Let's Go There campaign, joining the collective travel industry, including brands and organizations from airlines to hotels and resorts, travel advisors, car rentals and theme parks, across every state and city in the U.S. to reignite America's sense of wanderlust. We are all working together to inspire your next great adventure and ensure your future trips are as healthy and safe as possible.

Let's Go There, Soon. When it's time for you, we'll be ready.

DOWNLOAD SAMPLE B2C WEBSITE COPY >

3 Sample Consumer Outreach Materials | B2C Email/Newsletter Copy

Add the Let's Go There, Soon logo on your consumer emails, communications and newsletters alongside copy that inspires planning for future trips.

Sample B2C Email/Newsletter Copy:

We all need something to look forward to again and nothing is more exciting than planning that next perfect getaway. And when the time is right for you, we're here to provide inspiration. Let's go there, soon.

It's time to feel the feeling of anticipation again. As a proud supporter of the Let's Go There campaign, we are here to help you make some plans, to have something to look forward to again. So, let's go there, soon.

We have so much to do, explore and experience in our own backyard, and we have just the inspiration to help you plan. Let's go there, soon.

DOWNLOAD SAMPLE B2C EMAIL/NEWSLETTER COPY >

4 Sample Partner Outreach Materials | B2B Website Copy

Incorporate information about the Let's Go There Coalition and campaign on your webpages 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.

Sample B2B Website Copy:
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.

DOWNLOAD SAMPLE B2B WEBSITE COPY >

4 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.

Get Involved with the Let's Go There campaign

Earlier this year, a group of travel leaders came together to form the Let's Go There Coalition, focused on rebuilding the travel industry. Together they developed a plan to reignite a sense of wanderlust and inspire Americans to look ahead to their next adventure.

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 are discouraged from marketing at all—should be able to join the larger campaign through this messaging.

There are a few ways to get involved:

- **Activate on your owned channels:** Resources and sample materials are available in the toolkit available at ustravel.org/LetsGoThere
- **Become an official supporter of the campaign:** By making a financial contribution, no matter the amount, you will be officially recognized for your commitment to help fund the Let's Go There campaign. To learn more, contact info@letsgothere.travel
- **Help spread the word:** Share the Let's Go There campaign with your network, inform them of the resources that will be available or ask them to consider joining the coalition

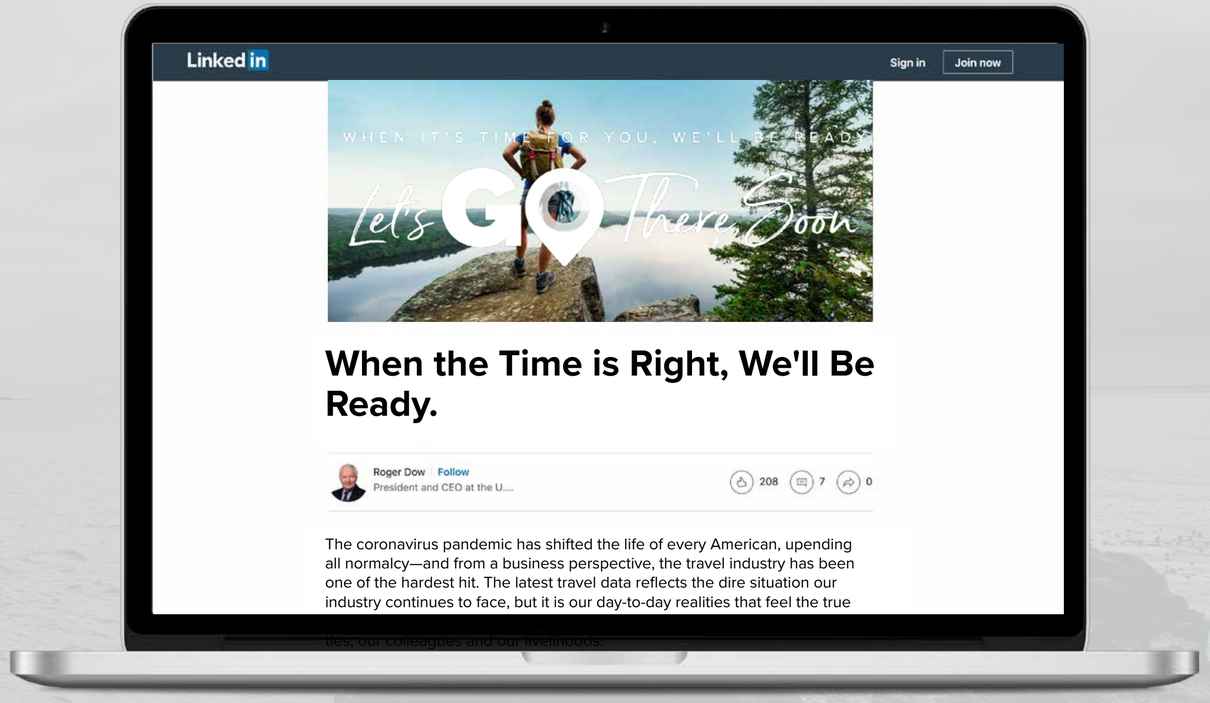
DOWNLOAD SAMPLE B2B NEWSLETTER COPY >

5 Sample Thought Leadership Copy for CEO or CMO

Publishing content on LinkedIn will help elevate the Let's Go There Coalition to a broader audience, demonstrating the importance of the campaign to the industry, American jobs and the economy by showing it has the attention and commitment of high profile travel leaders.

Looking for a branded header image? 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 >

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 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:** @LGTCoalition