



## Sample LinkedIn Article

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### **When the Time is Right, We'll be Ready.**

The coronavirus pandemic has shifted the life of every American, upending all normalcy—and from a business perspective, the travel industry has been one of the hardest hit. The latest travel [data](#) reflects the dire situation our industry continues to face, but it is our day-to-day realities that underscore the true impact of the coronavirus pandemic on our companies, our communities, our colleagues and our livelihoods.

Despite the immediate and drastic halt to travel since the pandemic began, consumer sentiment and behavior is indicating a growing readiness to travel again, though it comes with a cautious optimism. This optimism, coupled with the initial demand we saw over the summer months, presents an opportunity to reclaim some of what we have lost.

Having faced crises before that put travel at a standstill, our industry has demonstrated its resiliency, which is why a group of travel leaders convened to form the Let's Go There Coalition, focused on rebuilding the travel industry. Together [\[they/we\]](#) developed a plan to reignite a sense of wanderlust and inspire Americans to plan their next adventure. The goal is simple: when plans are made and eagerly anticipated, spirits are lifted and recovery will begin.

**The Let's Go There campaign will inspire Americans to do what is exciting, safe and productive: make plans to travel.**

I am proud to say that [\[ORGANIZATION\]](#) has joined the Coalition's nationwide movement helping to expand the campaign's reach. Our participation is supporting a larger paid media strategy, as well as our colleagues' earned media and owned channel activation efforts. We are working together, across sectors, to give Americans hope and remind them of the joy of anticipation, the benefits that come from planning not for now, but for what adventure lies ahead, to find happiness in looking forward and the excitement to explore somewhere new in our beautiful country.

Of course, the travel industry promoting travel seems obvious. However, 51% of jobs supported by travel were lost by the end of May--putting 8.1 million Americans out of work. That represented 38% of all job losses--one in four jobs. Small businesses have had to shutter or permanently close. Getting Americans moving again, safely, will in turn put Americans back to work.

Together, we can make a difference: we can cheer someone up, we can put someone back to work, we can be a driver of hope that helps lead us all toward brighter days.

For more information inspiration, visit [LetsGoThere.travel](#). For more information about the Let's Go There Coalition and how you can join the movement, visit [ustravel.org/LetsGoThereCoalition](#) or contact [info@letsgothere.travel](mailto:info@letsgothere.travel).