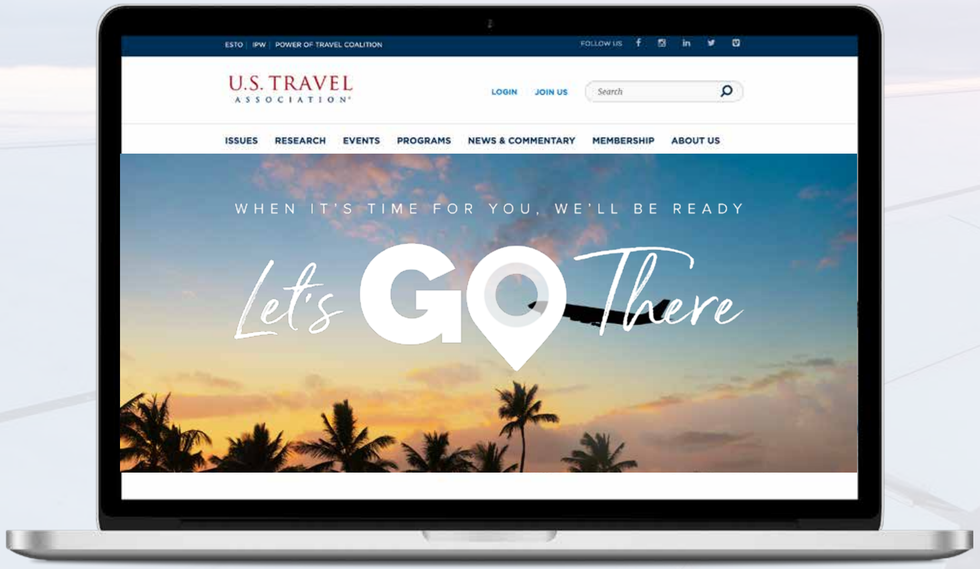
WHEN IT'S TIME FOR YOU, WE'LL BE READY
Let's GO There
HOMEPAGE TAKEOVER GUIDE
September 8 and 22

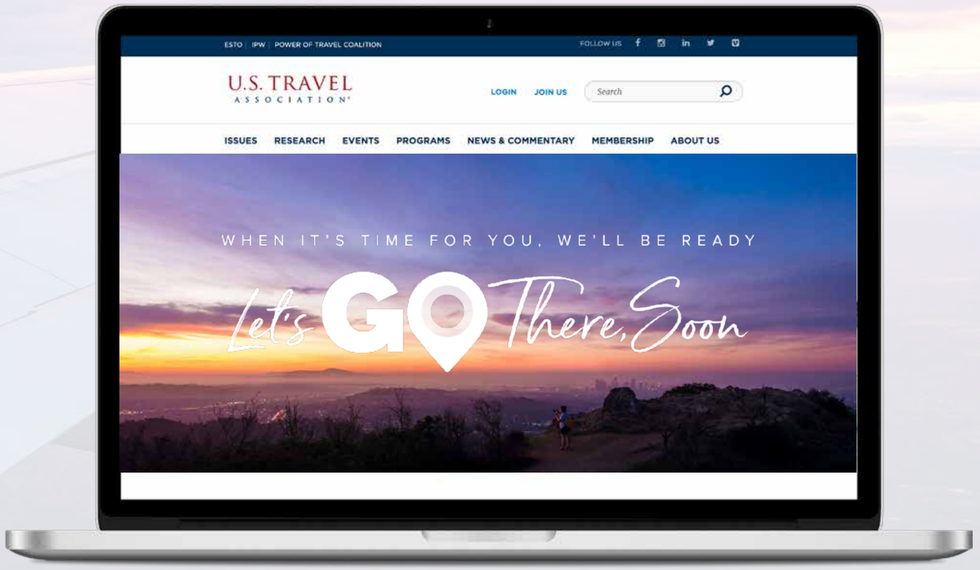
During September, there will be two days for industrywide homepage takeovers for key events: **September 8** (launch day) and **September 22** (first day of fall). By adding Let’s Go There imagery to your website homepage, you will help amplify the campaign and display unity across the industry.

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

Spotlight an image with Let’s Go There branding at the top of your landing page



DOWNLOAD **LET’S GO THERE** LOGO >



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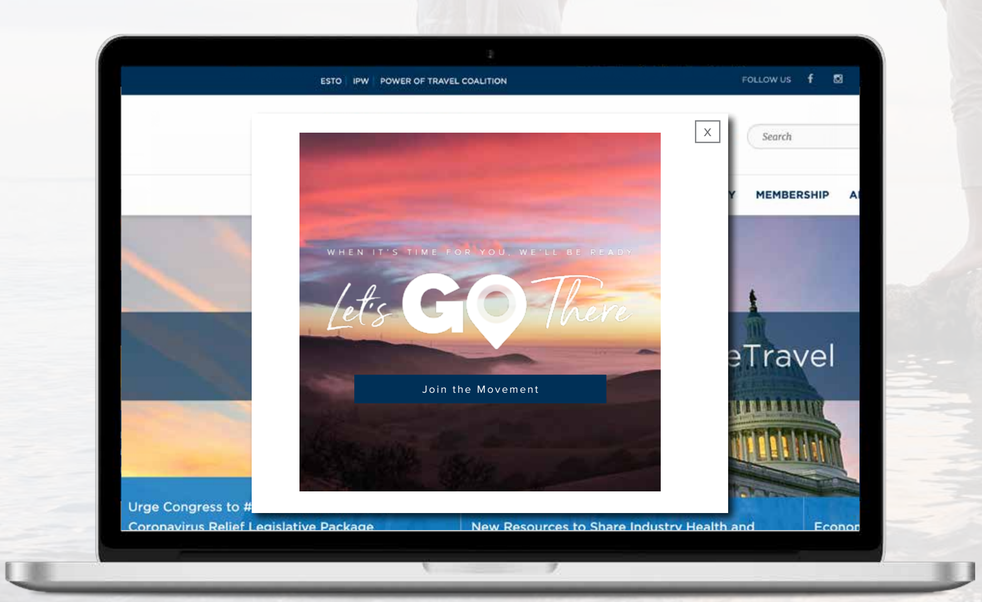
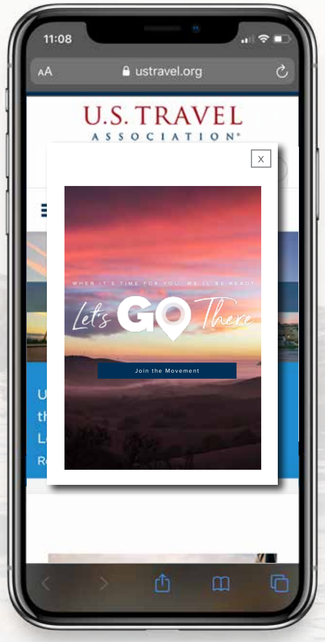
If your website is built for **temporary popup messages** (or splash page)

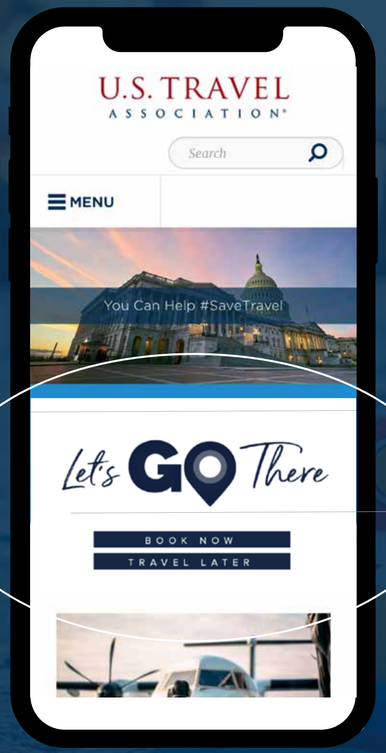
- Create a splash page with imagery featuring the Let's Go There logo
- Don't have the capability to create a splash page? [Here are instructions](#) (via Wix.com) on how you can easily create one



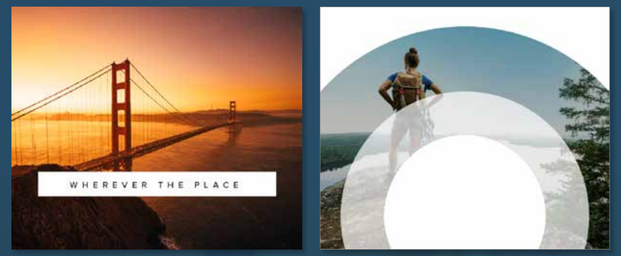


If your website can feature **banner ads** or **digital ad blocks**

Spotlight Let's Go There assets



300x250



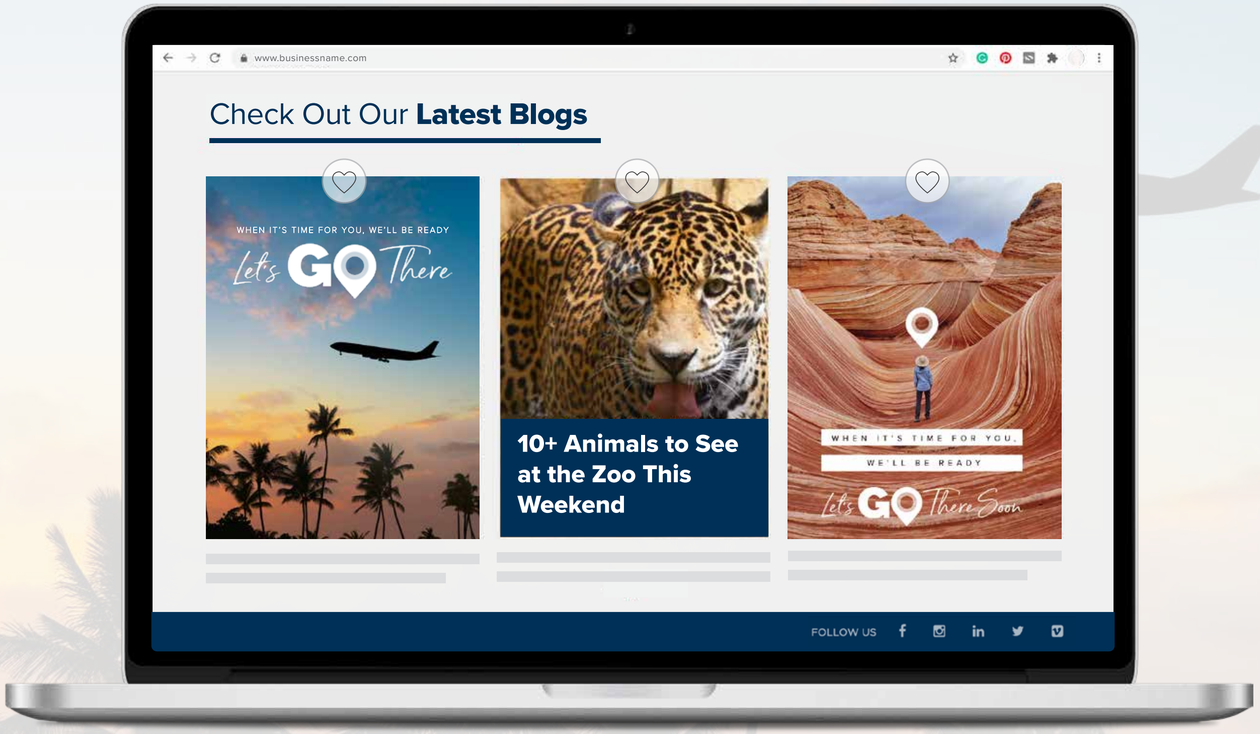
160x600

728x90

DOWNLOAD ALL DISPLAY BANNERS >

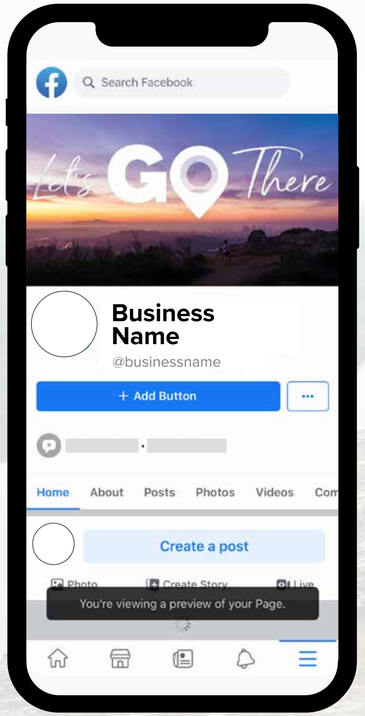
If your website can spotlight a **blog post**

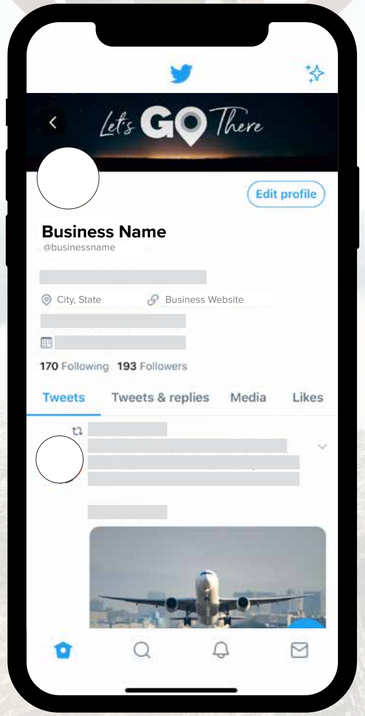
Publish a blog on the campaign on your website and highlight on your homepage



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

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 your website to experience the homepage takeover





DOWNLOAD SOCIAL HEADER IMAGES >

If you’re ready to inspire planning and promote bookings now:

DOWNLOAD THE FULL **LET’S GO THERE** TOOLKIT >

If you’re more focused on inspiring planning and dreaming:

DOWNLOAD THE FULL **LET’S GO THERE, SOON** TOOLKIT >