

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



SAMPLE SOCIAL MEDIA GUIDE

This guide can be used several ways: as plug-and-play for your social channels to make engagement as easy as possible or as inspiration for you to create your own posts and images that align with campaign tone while also better fitting your brand voice.



Let's make a plan to head for the horizon. Book now for a trip to look forward to later. **#LetsMakePlans**



Let's start dreaming of that next great adventure. Book now for a trip to look forward to later. **#LetsMakePlans**



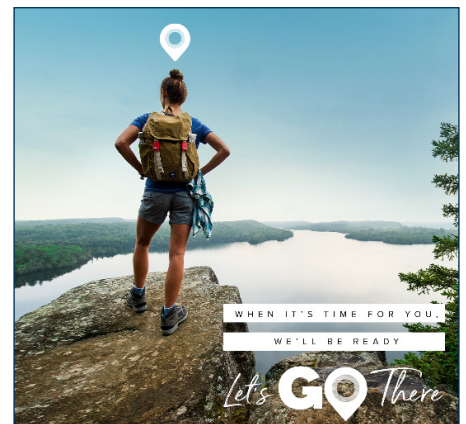
Let's plan now to come even closer, later. Because your next perfect getaway can't get here soon enough. **#LetsMakePlans**



Let's reignite our sense of wonder. Book now for a trip to look forward to later. **#LetsMakePlans**



Let's find a place to unpack and unwind. Book now for a trip to look forward to later. **#LetsMakePlans**



Plan now—and aim high. That adventure will be worth it. Book now to enjoy those views later. **#LetsMakePlans**

Follow the movement on Facebook and Instagram at **@LetsGoThereCoaliton** and on Twitter at **@LGTcoalition**.