

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

Let's **GO** There

## NATIONAL PLAN FOR VACATION DAY

### Homepage Takeover Guide

January 26





During the first two phases of the campaign, hundreds of organizations joined the homepage takeover days with creative executions that brought the **Let's Go There** message to life.

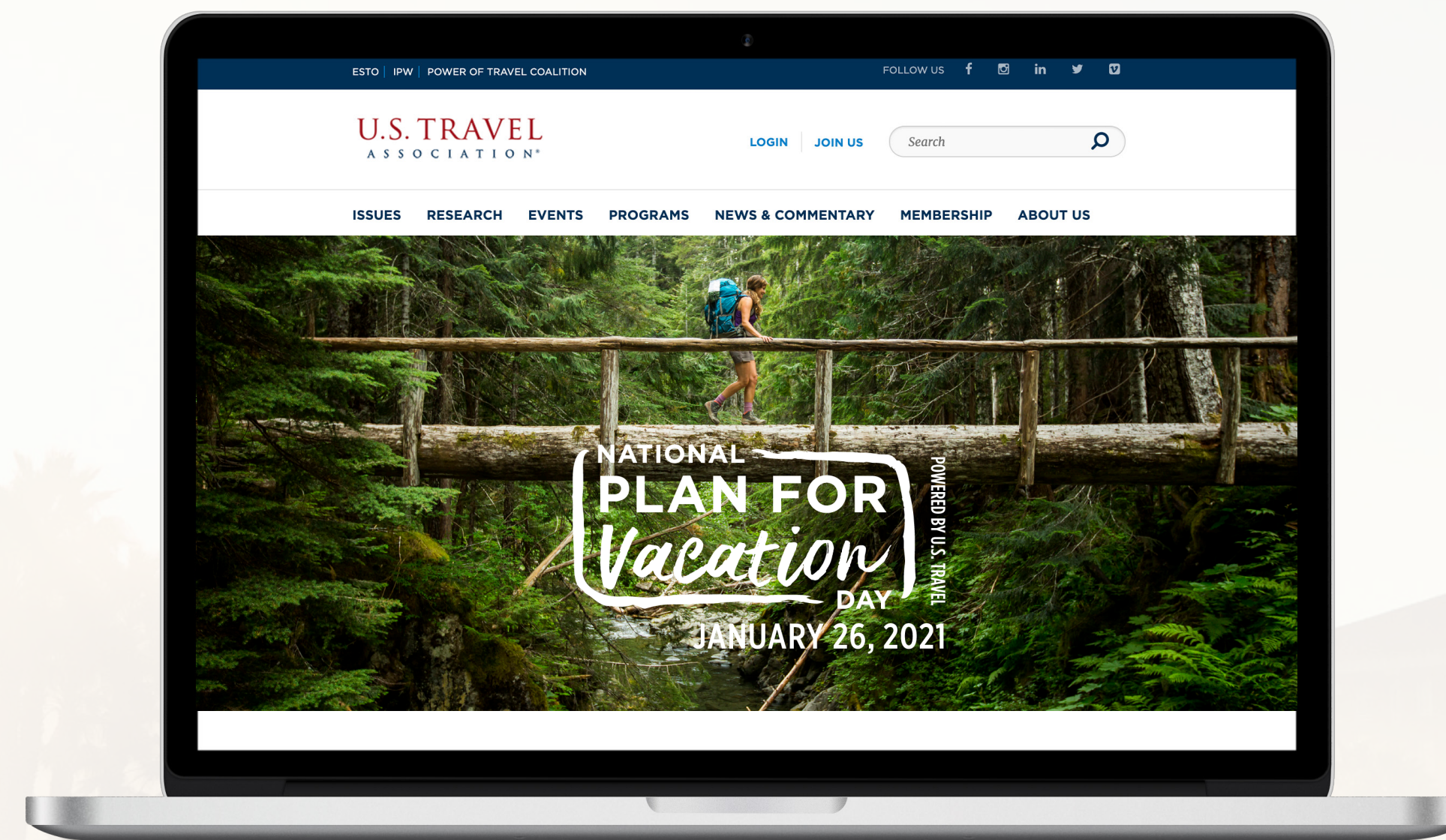
**National Plan for Vacation Day** will kick off Phase 3 of the **Let's Go There** campaign on January 26. You can join the national event by featuring inspirational travel imagery on your website homepage, helping amplify the campaign and display unity across the industry.





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

Spotlight **National Plan for Vacation Day** branding with travel-centered imagery at the top of your landing page



[DOWNLOAD NATIONAL PLAN FOR VACATION DAY LOGO >](#)

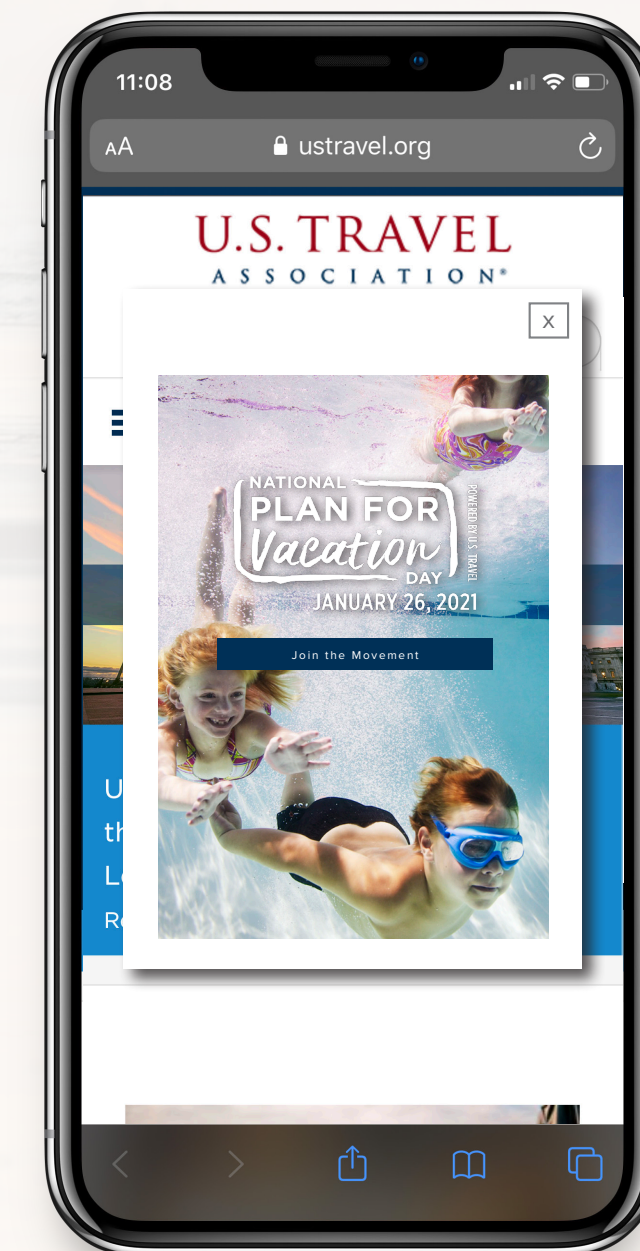
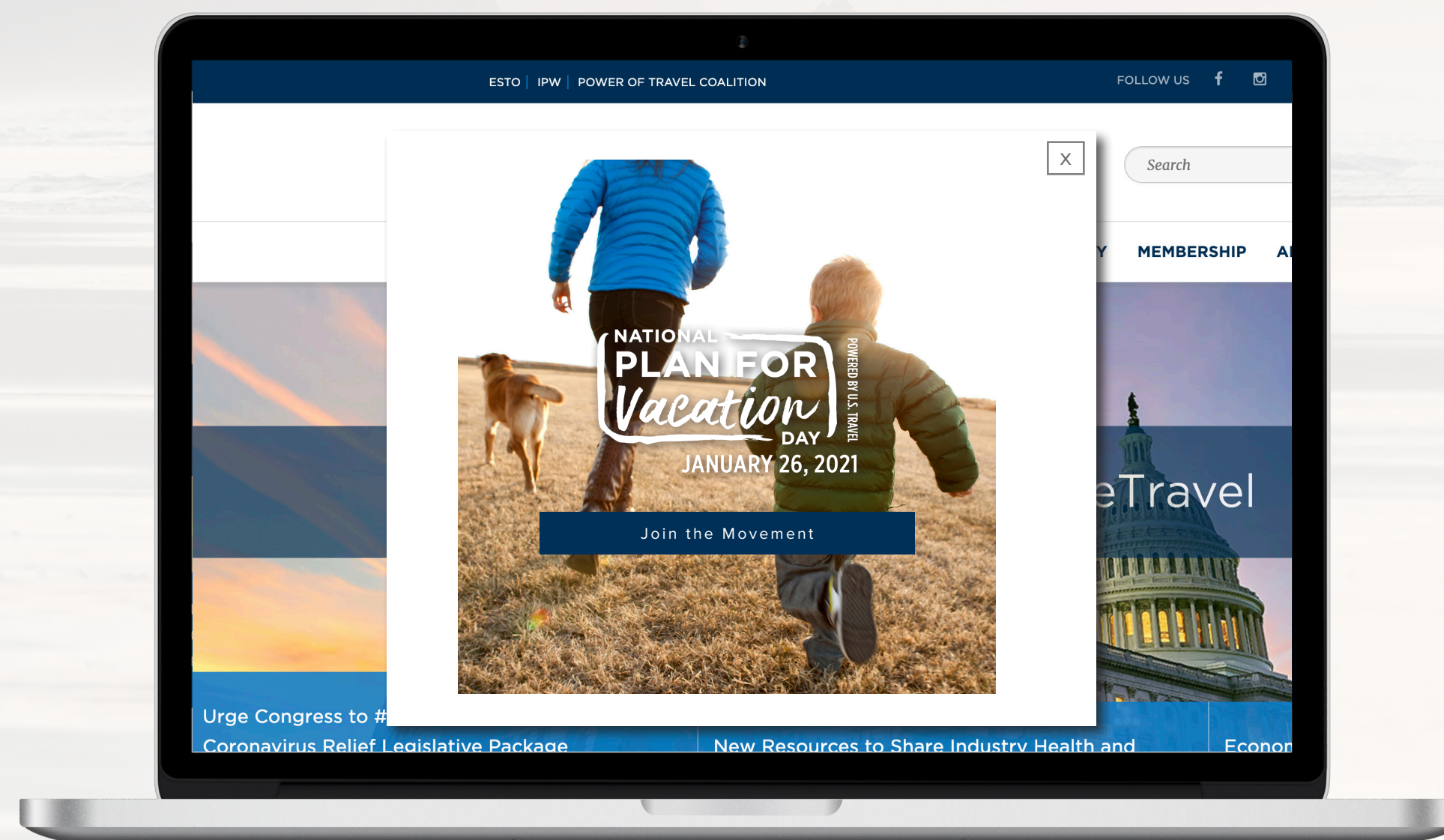


# If your website is built for **temporary popup messages** (or splash page)

- Create a splash page with imagery featuring the **National Plan for Vacation Day** logo

Available resource:

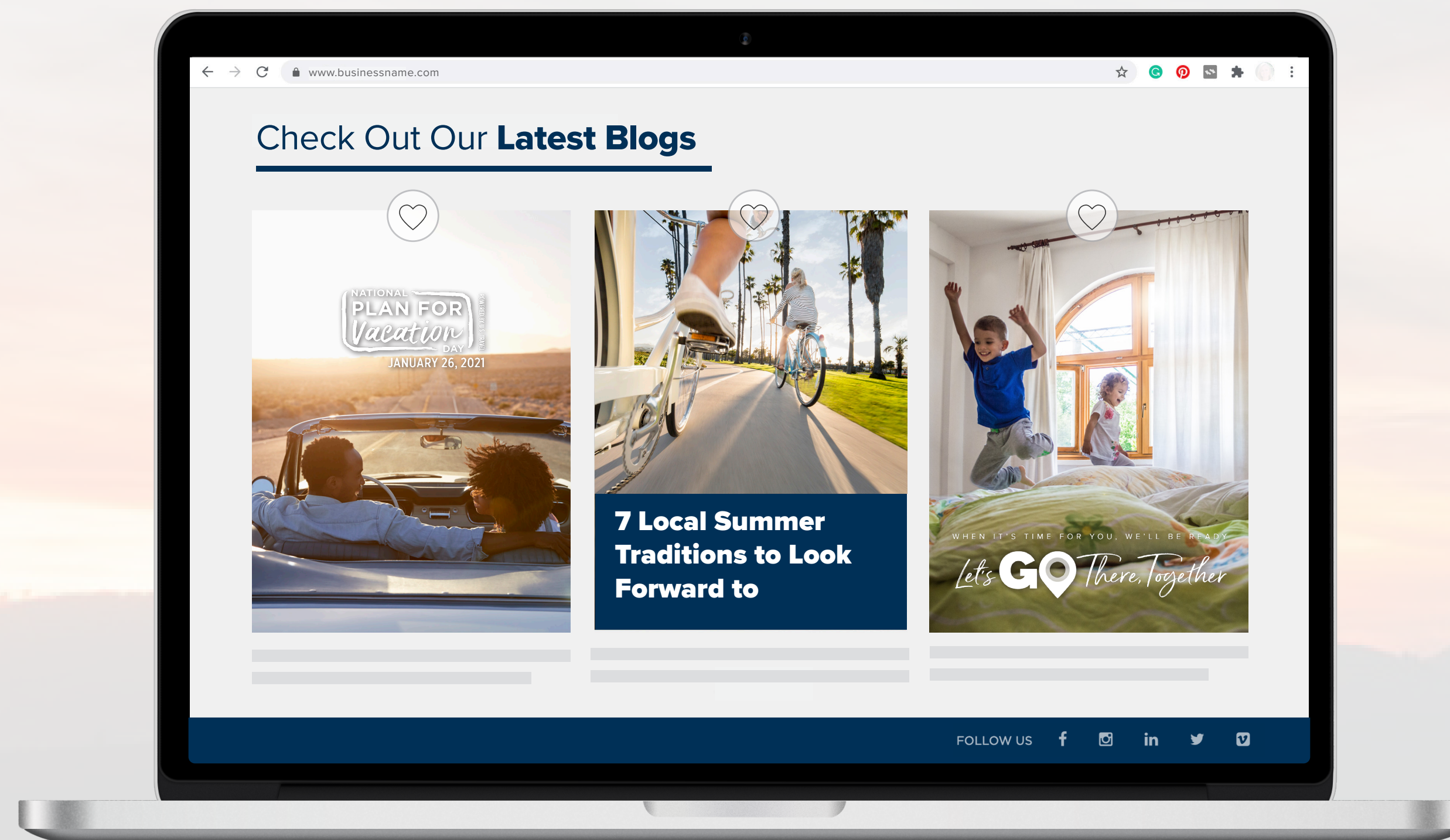
- [How to create a splash page](#) (via Wix.com)





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

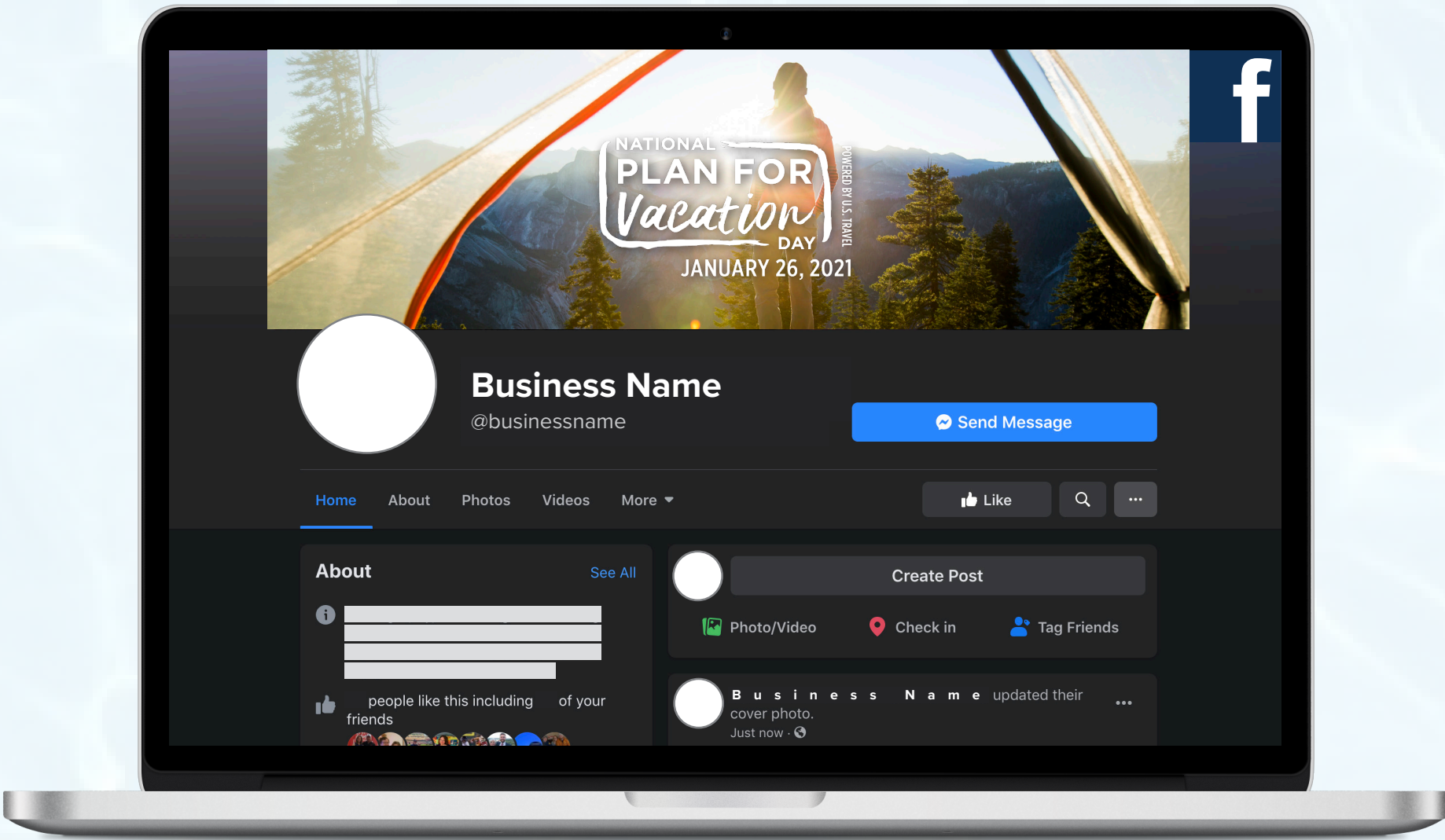
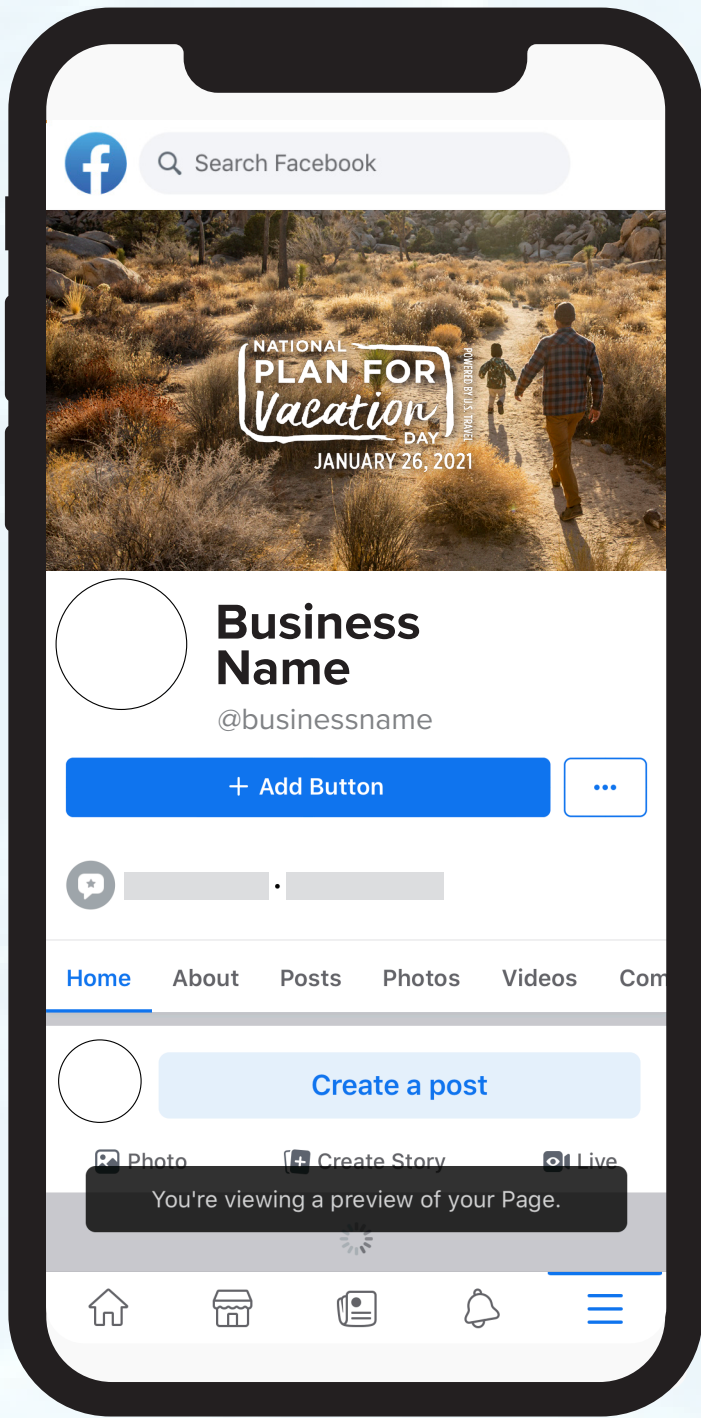
Publish a blog on vacation planning on your website and highlight on your homepage





Change the **headers on your social media channels** to include the National Plan for Vacation Day logo

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 the homepage takeover and your destination/brand offerings

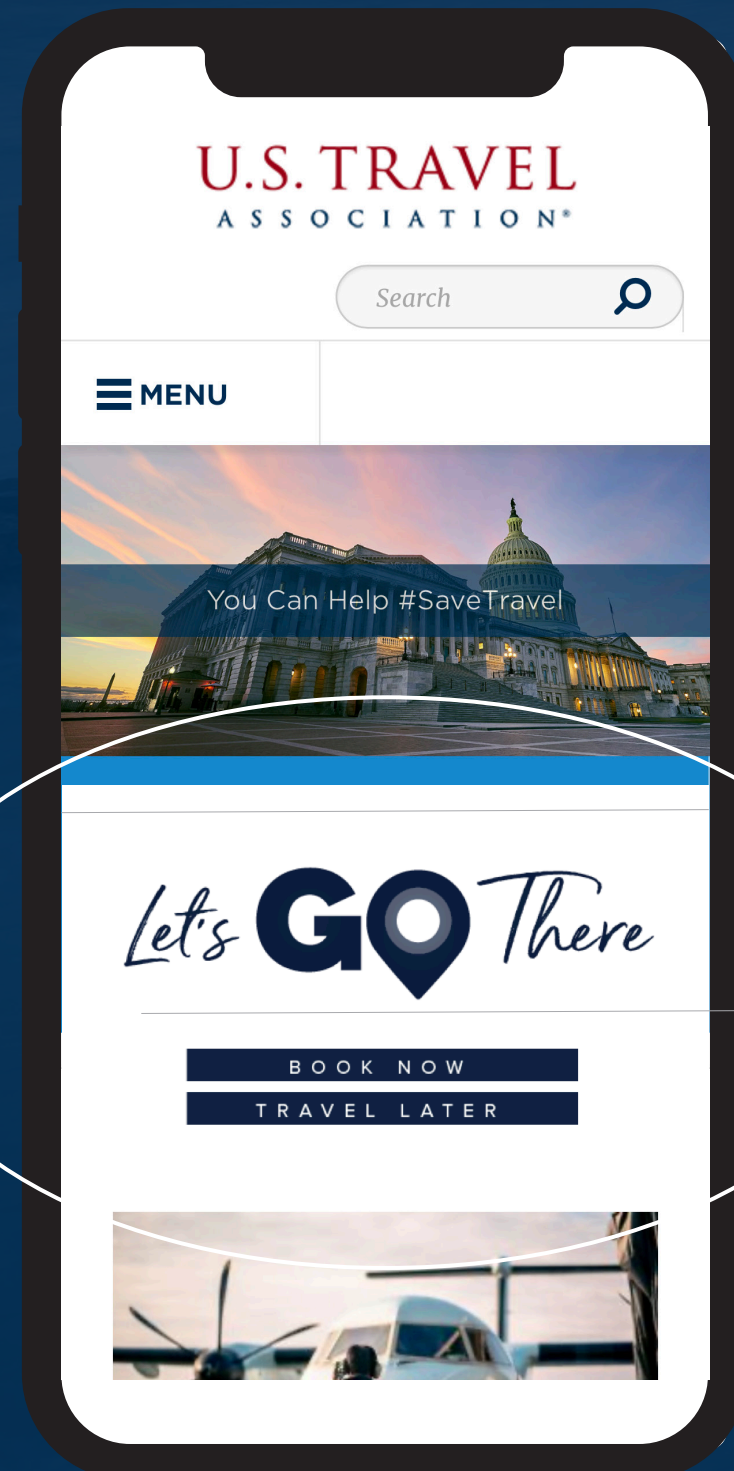


DOWNLOAD SOCIAL HEADER IMAGES >

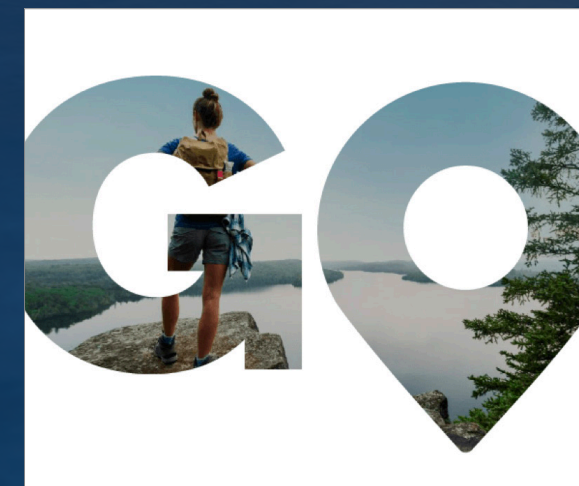
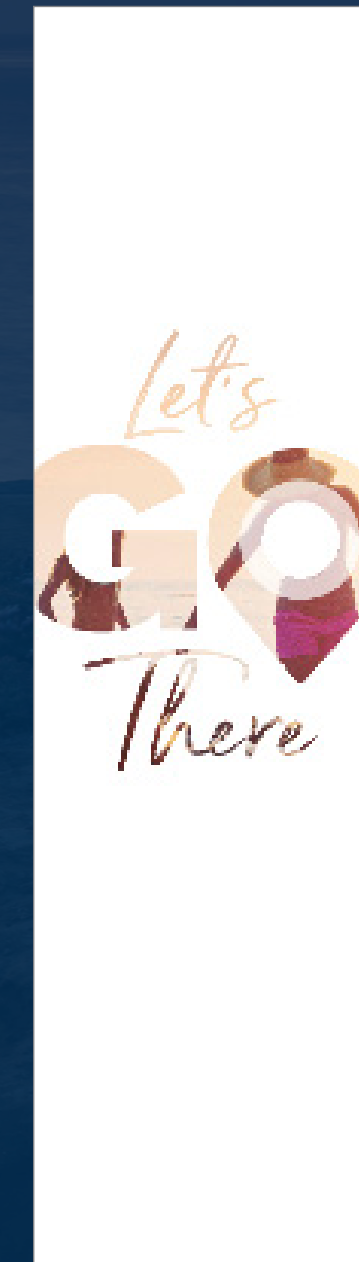
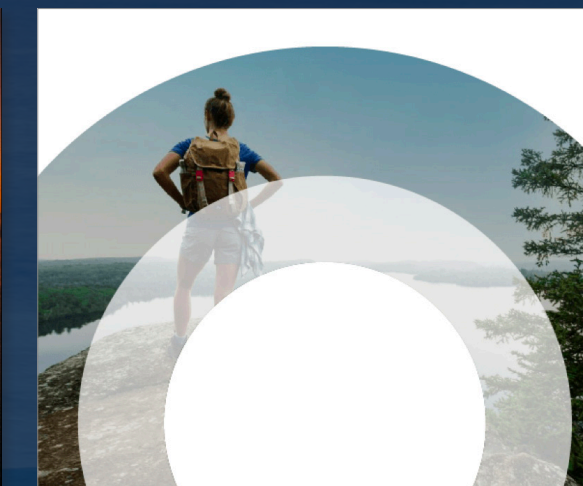
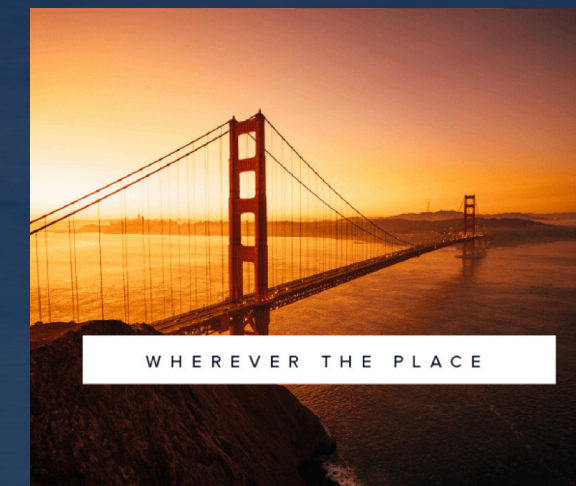


# If your website can feature **banner ads** or **digital ad blocks**

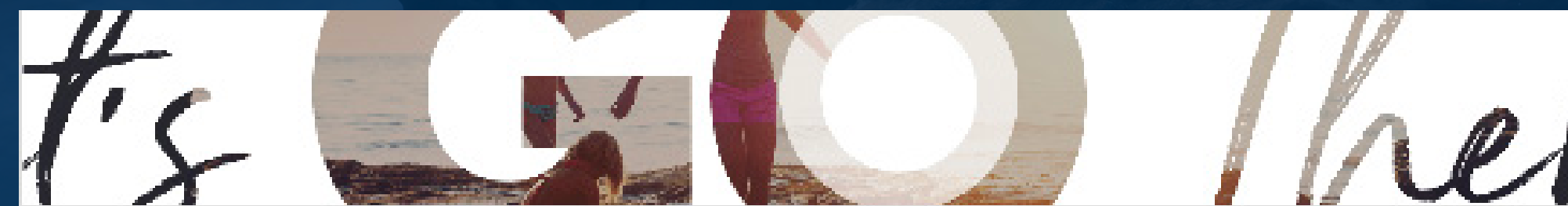
Let's Go There assets are still available to inspire vacation planning, including digital banners, and can be used for the homepage takeover



300x250



160x600



728x90

[DOWNLOAD ALL DISPLAY BANNERS >](#)



## Questions?

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Contact us at [info@letsgothere.travel](mailto: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](https://www.instagram.com/LetsGoThereCoalition)

 **Facebook:** [@LetsGoThereCoalition](https://www.facebook.com/LetsGoThereCoalition)

 **Pinterest:** [Let's Go There Coalition](https://www.pinterest.com/LetsGoThereCoalition)

 **Twitter:** [@LGTCoalition](https://twitter.com/LGTCoalition)

ACCESS **ALL RESOURCES** >