SAMPLE MEDIA ADVISORY

**How to use:** Draft your media advisory using the outline below, replacing text in red with destination/organization-specific details. Feel free to tweak remaining copy as you see fit before sending to local media.

**Useful resources:** U.S. Travel’s [Economic Impact Map](https://www.ustravel.org/economic-impact) and [Travel Economic Impact Calculator](https://www.ustravel.org/research/travel-economic-impact-calculator-teic).

 **CITY/STATE** Travel Rally

***CITY/STATE/CVB NAME*** *rally to bring local travel industry together during 35th Annual National Travel and Tourism Week to showcase travel’s impact on jobs, economy, personal lives*

**WEEKDAY**, May\_\_\_, 2018

WHAT: **CITY/STATE** Travel Rally Day

WHO: Travel industry employees representing key businesses in **CITY/STATE**’s hospitality community will join:

* **GOVERNOR/MAYOR**
* **STATE TOURISM OFFICE DIRECTOR**
* **CONVENTIONS AND VISITORS BUREAU EXECUTIVE DIRECTOR**
* **CHAMBER OF COMMERCE EXECUTIVE DIRECTOR**
* **LOCAL ATTRACTION OWNER**
* **LOCAL HOTELIER**
* **LOCAL RESTAURATEUR**
* Approximately **INSERT NUMBER** local travel industry supporters

WHEN: **WEEKDAY**, May\_\_\_, 2018

WHERE: **INSERT LOCAL LANDMARK NAME, ADDRESS** *NOTE: Include specifics about the location, such as if there is a certain entrance to use.*

**CITY/STATE/CVB** will stage a Travel Rally Day this **WEEKDAY** as part of National Travel and Tourism Week (May 6-12), to voice support for the industry and its impact on **CITY/STATE**’s economy and the lives of its citizens and visitors.

The travel and tourism industry ranks in the top 10 employers in 49 states and the District of Columbia. In **CITY/STATE**, **INSERT LOCAL JOBS DATA** workers hold travel and tourism-related jobs, which are supported by business and leisure traveler spending that totals **LOCAL ECONOMIC DATA** in **ECONOMIC OUTPUT OR TAX REVENUE**.

CONTACT: **INSERT NAME/PHONE/EMAIL OF COMMUNICATIONS CONTACT**

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