



Social Travel Rally

How to use: Use the draft tweets, images and ideas below to share how your community welcomes visitors with [#TravelsWelcome](#) for the first-ever social travel rally on May 8.

Useful resources: [Sample graphics](#), Welcome video (coming soon) and [“Welcome” The Key to America’s Travel Industry](#) blog post.

Join the First-Ever Social Travel Rally to Share [#TravelsWelcome](#)

On Travel Rally Day (Tuesday, May 8), U.S. Travel is hosting the first-ever social travel rally using [#TravelsWelcome](#). While groups are gathering around the country, we are taking the conversation online to join forces with one common message: **Welcome**. Because, after all, welcoming visitors from near and far has been our industry’s enduring ethos throughout time.

How you can join:

- Share how you welcome visitors to your city/state/popular attractions on social media with [#TravelsWelcome](#).
 - Use an image or emojis to highlight what travelers first see when they arrive. Are you known for a popular sign? A skyline view? Palm trees? Here’s examples from [Orlando International Airport](#) and [Colorado Tourism Office](#).
 - Invite visitors to join a tradition or can’t miss attraction in your community.
 - Take the opportunity to welcome visitors to new or upcoming restaurants, exhibits, or events.
- Create a short social video (:15 or less on your phone is fine!) featuring your staff members, CEO, or welcome center greeting visitors to share with [#TravelsWelcome](#).
- Add your NTTW celebrations to the [official event map](#) and, if a public event, welcome visitors to join.

Don’t forget to include [#nttw18](#) in your posts to amplify your message and get the chance to see your celebrations featured in our wrap-up video.

SAMPLE SOCIAL POSTS

From Travel Then to Travel Now, the message of our industry has remained the same: Welcome. #TravelsWelcome #nttw18



Every language, the same message: Welcome. #TravelsWelcome



It doesn't matter if you are traveling with a paper map or a GPS. Our greeting has always been and will continue to be: Welcome. #TravelsWelcome #nttw18



"Welcome" has been driving America's travel industry from the days of snail mail to the era of smart phones. #TravelsWelcome #nttw18



America's doors are open. Proud to join with the industry to welcome visitors from near and far. #TravelsWelcome #nttw18

