

HOW TO Celebrate



Rally for Travel: Host a travel rally or event on **Tuesday, May 7** in your community to join the thousands of travel advocates nationwide who will showcase their support for travel during this important week. Invite local lawmakers, travel workers, business leaders and industry supporters to participate.



Get Social: Social media is an effective way to get involved in events and discussions during NTTW. Include **#nttw19** in posts to amplify your message and get a chance to see your celebrations featured in U.S. Travel's social channels and in our wrap-up video.

Twitter: [@USTravel](#)

Facebook: [U.S. Travel Association](#)

Instagram: [ustravel_association](#)

LinkedIn: [U.S. Travel Association](#)



Contact your Local Representation: Building a relationship with your local members of Congress, state legislators and their staff sets a foundation for influential conversations about the travel industry and its importance to your organization.

If you are unable to meet with government officials in your community during NTTW, consider a phone call or writing them a letter—thanking them for their support or asking them to vote for pro-travel policies that grow our industry.



Share Why Travel Matters: From airport personnel to hotel staff to restaurant and retail workers, front-line travel industry employees interact with visitors daily and truly understand why travel matters in your community.

Recognize the incredible achievements of the travel workforce and your employees on social media and/or blog posts or your local industry newsletter. At your Travel Rally, consider awarding outstanding travel employees in your community, be it gifts or discounts to enjoy local attractions.



Get the Word Out: Promote how you are planning to celebrate NTTW by adding your events to the [Official Map](#).

You can also spread the word by coordinating a guest column for your local newspapers, destination blogs or company website. Identify the author (elected officials or recognized business leader in your community), determine the topic and tone, and confirm submission guidelines in your local outlets in advance to get them to published during NTTW.

LOOKING FOR MORE IDEAS?



If you're a *Destination*:

- Share **economic impact** statistics of visitors in your community.
- Organize a **Travel Talks** with members of Congress.
- Encourage your community to plan a staycation—promoting the attractions, events and experiences that make it a vibrant destination.



If you're an *Attraction*:

- Host a behind-the-scenes tour for your community's policymakers and tourism leaders.
- Consider offering discounts for travel workers in your community during National Travel and Tourism Week.
- Share statistics of your business or attraction. How many visitors come annually? How many jobs do you support?



If you're a *Travel Business*:

- Share economic impact statistics like how many jobs your business brings to the community.
- Feature testimonials of why travel matters to your employees in a company newsletter or on your social media channels.
- Highlight organization milestones and their impact on your local community.



If you're an *Economic Development Corporation*:

- Work with your local destination marketing organizations to align your branding and recruitment tools to ensure a cohesive message.
- Promote economic impact statistics of recruitment, jobs and development in your area.
- Publish an op-ed in a local newspaper detailing why travel matters to your community.