

The coronavirus (COVID-19) public health crisis is having an unprecedented impact on the travel industry and the entire economy. Now more than ever, the travel and tourism community must come together, support each other and remind our country that even through the most difficult times, the **Spirit of Travel** cannot be broken.

With its many challenges, 2020 has also strengthened the relationship between travel businesses and their communities. During **#nttw20** embody the **#SpiritOfTravel**: Encourage your local travel community to give back to local restaurants and businesses and consider what you can do to support the healthcare system.

## USE YOUR PLATFORMS TO OFFER COMMUNITY SUPPORT

Find examples from around the country under each suggestion.

**Inspire and encourage** your travel businesses and workforce.

[Visit Minneapolis >](#)

[Visit Indy >](#)

**Encourage residents to shop** locally by purchasing gift certificates for future use.

[Visit Port Aransas & Mustang Island >](#)

[Washington Tourism Alliance >](#)

**Make a list of restaurants** offering carryout or delivery and/or create a day of the week designated to takeout and promoting local restaurants. Try using **#TakeoutTuesday**.

[Visit Fort Worth >](#)

[Discover Durham >](#)

**Create kid-friendly activities** to help parents working from home, like printable coloring pages or word searches of your brand or destination.

[Greater Fort Lauderdale CVB >](#)

[Little Rock CVB >](#)

[Visit Mercer County, WV >](#)



Little Rock CVB provides parents with all the resources for a **virtual kid's camp** spring break staycation

# HOW TO GIVE BACK ANY WAY YOU CAN

## PITCH IN TO HELP RELIEF EFFORTS

Find **examples** from around the country under each suggestion.

➤ **Collect and donate food** to healthcare workers and families in need.

[MGM Resorts >](#)

[Taos Ski Valley >](#)

[Disney >](#)

➤ Work with your public health officials to **turn unused space into healthcare facilities** or safe zones for those on the front line.

[Athens CVB >](#)

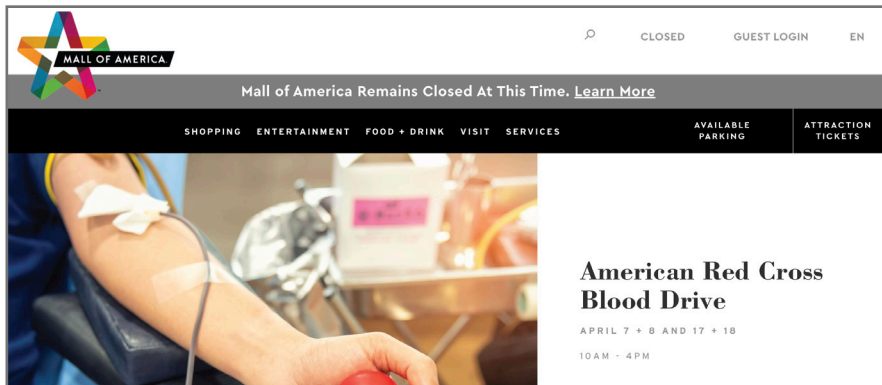
[Hospitality for Hope >](#)

[IHG >](#)

[Hilton >](#)

[Mall of America >](#)

[Hertz >](#)



The Mall of America teamed up with the American Red Cross to **aid in the nation's severe blood shortage** during this time of need.

➤ Advise residents and visitors to follow official guidance to **stay home**, but remind them you will be **ready to welcome** them as soon as possible.

[Naples, Marco Island, Everglades Convention and Visitors Bureau >](#)

[LVCVA >](#)

[Travel Oregon >](#)

[Wyoming Office of Tourism >](#)

[Visit Corpus Christi >](#)

[Travel Wisconsin >](#)

[Visit Indy >](#)

[Carnival Cruise Line >](#)

Email [Sarah Shields](#), director of industry communications, and let us know how you plan to participate.