

# HOW TO GET INVOLVED WITH THE BROADER TRAVEL INDUSTRY

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.

What has always been true—through good times and bad—is that we are stronger together. During **#nttw20**, embrace the **#SpiritOfTravel**: Lean on and learn from your cross-country, cross-industry colleagues.



**PARTICIPATE IN OUR #VIRTUALROADTRIP** across America on Twitter to spotlight the many different destinations, attractions and travel businesses that make up this vital industry in the U.S. and share how the **#SpiritOfTravel** brings us together. If you would like to be added to an email distribution to learn more about how to join in, please sign up [HERE](#).



**SPREAD THE WORD** about National Travel and Tourism Week by incorporating **#SpiritOfTravel** and **#nttw20** into your social channels and/or use our [social media guide](#), [messaging guidance](#) and [video tips](#) to create new content.



**CONNECT WITH OTHERS** in the industry—like, comment and share each other's posts to show unity. U.S. Travel will be echoing and engaging with content throughout the week.



**FOLLOW** U.S. Travel on social media for additional social guidance:

Twitter: [@USTravel](#)

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

Instagram: [ustravel\\_association](#)

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

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