1. **SUPPORT TRAVEL BUSINESSES** in your district and state on social media using the hashtags #nttw20 and #SpiritOfTravel. Follow @USTravel on Twitter for related content.

2. **SHOW OFF YOUR HOMETOWN PRIDE** by posting pictures from your favorite in-district or state businesses, parks, restaurants or attractions, tagging local and state travel organizations. Share traditions or foods that visitors can only experience in your state.

3. **POST A SHORT VIDEO** thanking the travel businesses and workers that carry the #SpiritOfTravel forward in your community.

4. **#PledgeToTravel** to a destination, restaurant, landmark or attraction in your state once it is safe to do so.

**QUESTIONS?** Contact Tori Emerson Barnes, EVP of public affairs and policy at U.S. Travel Association

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**SAMPLE TWEET COPY**

**This #nttw20, I stand with the travel and tourism businesses and workforce in **STATE/DISTRICT**—and all of America. Thank you for all you’ve done and all you will do to support our country.**

**During this year’s #nttw20, I would like to honor all those in the travel and tourism industry. Even in difficult times, the #SpiritOfTravel cannot be broken.**

**YOUR HANDLE @YourHandle**

When it’s time, the travel industry in **STATE** will be there, ready to see you again at our [SPECIFIC or GENERAL ATTRACTION(s), ex. beaches and wineries]. **STATE/DISTRICT** has the #SpiritOfTravel. #nttw20

**OUR HANDLE @YourHandle**

Our nation will need time and strength to heal from this crisis. The travel industry will play a crucial role in our recovery. When the time comes to see you again, **STATE/DISTRICT** will be ready. #SpiritOfTravel #nttw20

**Travel helps us heal, helps us grow and helps bring us together. **STATE/DISTRICT looks forward to welcoming you back soon. #SpiritOfTravel #nttw20**