

HOW TO CELEBRATE



RALLY for Travel: Host a travel rally or event on **Tuesday, May 5** 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 one of the best ways to get involved in events and discussions during NTTW. Include **#nttw20** in posts to amplify your message. You might even 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 members of Congress, state legislators and their staffs lays a strong foundation for influential conversations about the travel industry and its importance to your organization and your community.

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



Share How TRAVEL WORKS: From supporting good jobs and boosting economic growth to creating family memories and connecting communities, travel industry employees know better than anyone how Travel Works for America.

Write a blog post or op-ed, create a testimonial video with your team or find other creative ways to showcase how Travel Works for you, your family, your team and your community. At your Travel Rally, consider recognizing an outstanding travel employee, elected official or someone else in your community who proves that Travel Works.



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 (whether it's an elected official, recognizable business leader or other prominent face in your community), determine the topic and tone and confirm submission guidelines for your local outlets in advance to get them to published during NTTW.

Email [Sarah Shields](#), director of industry communications, and let us know how you're celebrating.

LOOKING FOR MORE IDEAS?



- Share **economic impact** statistics of visitors in your community.
- Organize a **Travel Talks** event with a member of Congress.
- Plan an event that highlights all the different parts of the travel industry—and the people who work in it—and teaches your community about the far-reaching impact of their work.



- 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 and stories far and wide to highlight your impact. How does your attraction help strengthen your community? How many jobs do you support?



- Share economic impact statistics like how many jobs your business supports in the community.
- Create videos showcasing how travel works for you community through the eyes of your employees or clients.
- Highlight organization milestones and their impact on your local community.



- 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 how travel works for your community.