

HOW TO CELEBRATE WITH EMPLOYEES AND COLLEAGUES

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.

There's no doubt times are difficult; we all feel far apart, and daily schedules have been thoroughly disrupted. During **#nttw20**, embrace the **#SpiritOfTravel**: Take a moment to remind your employees, colleagues and local partners how important they are to you, your business, your community and your visitors.



DISTRIBUTE A SPECIAL EMAIL NEWSLETTER for NTTW highlighting the week and the role that your business plays in the nationwide travel industry and national relief efforts. Include features of your work and support from your industry partners.



HOST A ZOOM HAPPY HOUR or brown bag lunch for your staff or team using custom **Zoom backgrounds** for your business or destination.



SHARE STORIES AND MEMORIES by starting a group email, or Facebook or LinkedIn thread to share funny stories and memories from your years working together. Make sure to pull out some fun throwback photos!

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