

HOW TO CONNECT WITH YOUR COMMUNITY

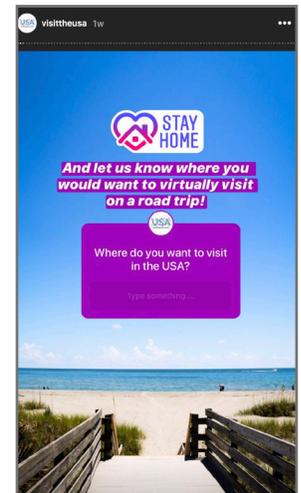
The coronavirus (COVID-19) public health crisis is having an unprecedented impact on the travel industry and the entire economy. Now more than ever, the travel and tourism community must come together, support each other and remind our country that even through the most difficult times, the **Spirit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

With its many challenges, 2020 has also strengthened the relationship between travel businesses and their communities. During **#nttw20**, embrace the **#SpiritOfTravel**: Work with your residents to support local businesses and remind them of all that's available in their own backyard.

- Work with your community to **light up landmarks and buildings in red**, the official color of NTTW, one night during the week.
- Share the **sample proclamation** with your local officials and encourage them to declare May 3-9 National Travel and Tourism Week to recognize and honor all that travel and tourism businesses and workforce offer your community.
- Collaborate with your partners, businesses and brands in your community to create an **Instagram story** that showcases the many stops within your town. Find examples by searching your town/city/destination/state—be sure to tag the photographer.

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- Lead a travel-themed **window decorating contest** to spread support for travel workers and small businesses within the community. Maybe a window with paper airplanes flying above the clouds or a window turned into a highway with familiar road signs made of colored paper. Or use our **sample cut out** to start showing the love.



Brand USA encourages travelers to reflect on recent memories and dream up future trips.

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