

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 most difficult times, the **Spirit of Travel** cannot be broken.

The travel industry's primary audience has always been potential visitors, but more and more, resident sentiment influences a destination's tourism product. But travelers and visitors alike can experience the same memorable moments that travel businesses provide. During **#nttw20**, embrace the **#SpiritOfTravel**: Remind all audiences what they can look forward to when we move toward recovery.

- Ask residents to help create the “**perfect itinerary**” for visitors by locals through a string of **interactive polls** on your social channels. Share the final product on your webpage and cross-promote on social media.
- Develop **Zoom backgrounds** for residents and visitors to use during their meetings and virtual meet ups to showcase the beauty of your destination. **Examples:**

PHLCVB >

Destination DC >

Discover Puerto Rico >

- Compile a list of what makes your destination or business unique and how visitors and residents can enjoy these features while at home.



Get inspired by Destination DC's **#StayHome Starter Kit**. Help both residents and visitors alike stay engaged and experience your destination—even from afar.

HOW TO INSPIRE VISITORS AND RESIDENTS

- Invite residents and visitors to participate in a **virtual trivia night** asking questions on fun traditions, landmarks and historical milestones through your social media channels.
- Develop a playlist of hometown tunes and sounds with songs from famous performers born in your state all the way down to local talent and share with your audiences. **Examples:**

Experience Kissimmee >

New Orleans and Company >



Destination Niagara USA brings a beautiful **360-degree virtual reality experience** to the screens of past and potential visitors.



Experience Kissimmee brings the sounds of Disney right to the ears of eager listeners. Help visitors **experience your destination through a playlist** until they can once again make the trip.

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