National Travel and Tourism Week (NTTW) 2021 recognizes the **POWER OF TRAVEL** and the industry’s role in bringing back our vibrant communities, restoring the U.S. economy, rebuilding our workforce and reconnecting America.

**SHARE THE POWER OF TRAVEL:**
- **Publish a blog post** about NTTW and share how your organization is part of the #PowerOfTravel
- **Pitch an op-ed** to local media about how the #PowerOfTravel will help jumpstart the recovery of your community (Sample blog/op-ed coming soon)

**GET SOCIAL:**
- Include #nttw21 and #PowerOfTravel in social media posts during the week to amplify your message (Social media guide coming soon)
- **Like, comment and share** other posts using the event hashtags to show unity across the industry
- U.S. Travel’s handles will also be echoing and engaging with content throughout the week

**CONTACT YOUR LOCAL REPRESENTATION:**
- **Meet virtually with government officials** during NTTW to get them involved
- Ask your local government to **issue a proclamation** recognizing May 2-8, 2021 as National Travel and Tourism Week in your community (Sample proclamation coming soon)
- **Make a phone call** to discuss the role travel will play in revitalizing the local workforce
- **Write a letter, send an email or tag them on social media** thanking them for their work to support the industry’s recovery

**HOST A SAFE EVENT:**
- **Adhering to local ordinances, consider hosting a small outdoor event** for NTTW as an example of how meetings can be held safely—be sure to spotlight the health and safety precautions put in place (Find examples of best practices for in-person events at meetsafe.travel)
- Organize a **virtual Hospitality Happy Hour, Power of Travel Luncheon or Virtual Travel Rally** for those in the industry from your community for a chance to connect (More best practices for hosting a virtual event coming soon)
SPOTLIGHT SMALL BUSINESS:

• Use your social media channels to recognize small businesses and their workers in your community to encourage residents and visitors to #ShopSmall

• Profile a small business leader in your community and feature on your organization’s blog or internal newsletter

• Are you a DMO or state tourism office? Collect photos and stories from small businesses in your area to share on social media or in a blog

CELEBRATE YOUR COMMUNITY:

• Use your social media channels to unite your community, tagging local your partners and stakeholders in your posts and engaging online

• Highlight travel workers and your employees in blog posts, newsletters or op-eds, thanking them for all they do to support the local tourism industry and small businesses

• Hold a contest inviting residents and visitors to share their favorite photo or memory of your destination or business. If you can, offer a deal or gift card as an incentive to get involved

• Find ways to thank your partners by sending notes of gratitude, branded masks or local gifts from businesses in the area

RECOGNIZE YOUR EMPLOYEES AND COLLEAGUES:

• Highlight your staff on your social media channels to show the faces behind the #PowerOfTravel

• Encourage your staff and colleagues to get involved by writing a blog or posting on their social media channels about why they are proud to work in the travel industry

• Show unity by providing official #nttw21 social media headers (coming soon!) to your staff for use on their channels

• Organize a virtual team happy hour or luncheon to give your staff and colleagues a chance to reconnect

FOLLOW U.S. TRAVEL ON SOCIAL MEDIA FOR ADDITIONAL IDEAS:

U.S. Travel Association ustravel_association U.S. Travel Association @USTRavel