

# HOW TO GET INVOLVED WITH NATIONAL TRAVEL AND TOURISM WEEK

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:



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