

IDEAS FOR HOSTING A VIRTUAL NTTW EVENT

Even if your state has gathering limitations, you can still host a travel rally during National Travel and Tourism Week (NTTW) by exploring virtual or hybrid options.

Start by defining the intent of the event and who the audience will be—media, elected officials, your community or staff. Use the tips below for ideas on how to bring the **POWER OF TRAVEL** to life at your virtual or hybrid event.

REACHING THE **MEDIA**:

- **Hold a virtual press call** to highlight the Power Travel in your community. Reference the NTTW [sample press release](#) and [talking points](#) as starting points for your event announcement and your remarks.
 - Create eye-catching visuals to accompany your remarks using [NTTW branded slides](#).
 - Invite reporters to attend and be prepared for questions; consider having local [economic impact data](#) on hand to reference.

CONNECTING WITH **LOCAL OFFICIALS**:

- **Host a fireside chat** featuring local officials and inviting local travel industry workers.
 - Designate an emcee and have questions prepared to spark meaningful conversation.
 - Questions can be both serious in nature (Ex. How does our local government plan to help revive local travel and tourism businesses to help drive recovery from the COVID-19 pandemic?) and fun (Ex. What is your favorite travel memory in **[DESTINATION]**).
 - Consider referencing local [economic impact data](#).
- **Hold a virtual townhall** to connect travel businesses with local officials to discuss present priorities and authentically network.
 - Arm attendees with talking points. Use the NTTW [sample proclamation](#) or the [sample talking points](#) as a foundation.
 - Request your local leader issue a proclamation to officially recognize May 2-8, 2021 as National Travel and Tourism Week. Use the NTTW sample proclamation as a starting point.

CELEBRATING THE **LOCAL COMMUNITY & TRAVEL BUSINESSES:**

- **Conduct a virtual tour** of a specific landmark or neighborhood. Highlight the importance of that space to the community—culturally and economically.
- **Create an itinerary for the perfect getaway** featuring local businesses. Include suggestions for sightseeing activities, museums, art galleries, dining options and more.
 - Invite attendees to chime in with additions and develop their own recommendations for a personal “perfect day” in your destination to share on their social channels.
- **Host a “What Tourism Means to Me” open-mic night.** Invite local or statewide destination marketing organizations, attractions, hotels, tour operators, restaurants, etc. for a night of sharing how tourism impacts the community.
- **Showcase local talent unique to your destination or organization.**
 - Host a local artist for an evening of live music.
 - Invite a local bartender to create a “hospitality mixology event.”
 - Highlight local food dishes through a virtual cooking class.

ENGAGING **INTERNAL ACTIVITIES:**

- **Hold a virtual trivia night** complete with destination- or organization-specific questions. Ask employees questions on citywide traditions, landmarks and local historical events. Add an extra tie in by weaving in [NTTW facts and figures](#).
 - Consider featuring a local winery or brewery to designate the ‘official NTTW drink’ (for those aged 21 and up) for an added touch.
- **Host an employee happy hour.** Have your staff submit photos of favorite trips, funny memories or throwbacks from your years working together. Compile them into a video or slideshow and allow time for both reminiscing and new tales.
 - Consider featuring a local winery or brewery to designate the ‘official NTTW drink’ (for those aged 21 and up) for an added touch.
- **Encourage employees to create an itinerary for a weekend getaway in your destination.** During your virtual event, have your employees vote on their favorite. As a prize, post the winner’s itinerary on your organization’s social channels.

TIPS FOR A SUCCESSFUL, ENGAGING EVENT

- **Ask attendees to post on social media** before, during or after the event using **#nttw21** and **#PowerOfTravel**.
- **Record the event** for anyone unable to attend.
- **Use the downloadable NTTW event materials.**
 - [NTTW virtual background template](#)
 - [NTTW slide template](#)
 - Play the NTTW video to kick-off your event.
- **Create breakout rooms to encourage networking** if your platform allows. Categorize them by fun topics such as favorite local restaurant or other interests that may serve as ice breakers.
- **Have a post-event survey** so that attendees can submit their feedback. For ideas on post-event survey questions, [click here](#).

HOSTING A HYBRID EVENT?

- **Have a health and safety plan in place**—including but not limited to, social distancing, mandated masks, hand sanitizer stations, health checks, etc.
- Inform the audience of all health and safety steps taken to ensure a safe event.
- **Submit the event to [meetsafe.travel](https://www.meetsafe.travel)** to help showcase the viability of holding safe, successful meetings amid COVID-19—so long as proper health and safety practices are in place.

LINKS TO **PLATFORM-SPECIFIC RESOURCES:**

- [Zoom: Best Practices](#)
- [Microsoft Teams: Best Practices](#)
- [Go-To Webinar: Best Practices](#)
- [Facebook Live: Best Practices](#)
- **Thinking about using another webinar platform? [Click here](#) for a list of additional options.**

QUESTIONS? Contact [Geena Bevenour](#), manager of marketing and communications at U.S. Travel Association.



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



[@USTravel](#)



[ustravel_association](#)



[U.S. Travel Association](#)



[U.S. Travel Association](#)