

On **May 5**, our industry is taking to Twitter for the first-ever **#VirtualRoadTrip** across the U.S.—highlighting the destinations, businesses, experiences and attractions that embody America’s Spirit of Travel to celebrate **National Travel and Tourism Week**.

Who can participate? Anyone! Even if your organization doesn’t have or use an official Twitter handle, you can engage from your personal handle. Spread the word to your travel and hospitality partners and encourage them to **join the conversation on Twitter** using the hashtag **#VirtualRoadTrip**. Share with them the time the trip will stop in your state, though it never hurts to chime in anytime during the day (so visitors know what they have to look forward to on future ‘trips’).

TIMING

With 50 stops in 12 hours, the road trip will be moving quickly across the U.S. starting in Washington, D.C. on the east coast and finishing in California on the west coast. We encourage everyone to continue to participate throughout the day by following along with and using the hashtag **#VirtualRoadTrip**. **@USTravel** will be sharing prompts and polls throughout the day to increase engagement.

Jump to [page three](#) to see when the **#VirtualRoadTrip** is scheduled to stop in your state.

Not on Twitter but still want to join the fun?

Post [this graphic](#) on your channels and encourage your audience to check out the **#VirtualRoadTrip** hashtag on Twitter. Feel free to also engage using your personal handles.

HOW TO GET INVOLVED

GRAPHIC TEMPLATE

Download the [graphic template](#) to add the **#VirtualRoadTrip** border to images of your destination, attraction or business.

How to use the template: Open in Adobe Photoshop and drag in your unique picture.

ROAD TRIP PROMPTS	
8:45 a.m. ET	Poll: Best weather for a getaway
9:35 a.m. ET	Favorite road trip snack
10:20 a.m. ET	Donuts or bagels?
11:05 a.m. ET	Best place to hike
12:35 p.m. ET	Favorite pizza
1:20 p.m. ET	Most creative airport artwork
2:20 p.m. ET	Best ice cream
3:35 p.m. ET	Favorite zoo animal
4:20 p.m. ET	Best sports city
5:05 p.m. ET	Most unique tour
6:50 p.m. ET	Favorite road trip burger
7:50 p.m. ET	Best place to view the sunset



[DOWNLOAD TEMPLATE >](#)

Place it underneath the NTTW border so it becomes the file's bottom layer. Then, save your work and export as a JPG or PNG file. If you don't have access to Adobe Photoshop, use the [transparent PNG version](#) and place it on top of your own image using PowerPoint, Canva or another program, or share your own image and include **#VirtualRoadTrip** in the Tweet copy.

SAMPLE TWEETS (But feel free to get creative!)

FOR BUSINESSES:

- For everyone on the **#VirtualRoadTrip**, when visiting **STATE**, you have to stop by **RESTAURANT**. Our signature **MENU ITEM** is a favorite among locals. **#nttw20**
- No trip to **STATE** is complete without visiting **EXPERIENCE / ATTRACTION / PARK**. It's the only place on the **#VirtualRoadTrip** you can find **UNIQUE STAT / OFFERING**. **#nttw20**
- Swinging through **STATE** on your **#VirtualRoadTrip**? We've got just the place for you to stay. Can't wait to welcome you! **#nttw20**

FOR DESTINATIONS:

- The **#VirtualRoadTrip** has made it to **STATE**! What makes for a perfect visit to **DESTINATION**? Check out our sample itineraries for every type of traveler: **LINK #nttw20**
- You don't get views like this just anywhere on the **#VirtualRoadTrip**. Only **STATE / DESTINATION** can offer this breathtaking sunset. **#nttw20**
- Does the **#VirtualRoadTrip** have you missing **STATE / DESTINATION** favorites like **LOCAL FOOD, SMALL BUSINESS, LOCAL ATTRACTION**? Check out this list of **STATE / DESTINATION** virtual experiences. **LINK #nttw20**
- Welcome to **STATE / DESTINATION**! We're honored the **#VirtualRoadTrip** has taken you here. We can't wait to for you to explore all we have to offer. **#nttw20**
- Looking for ways to experience **STATE** on the **#VirtualRoadTrip**? You can find **#onlyinXX (state initials)** souvenirs and treats available through **#SmallBiz** like **@SMALLBIZHANDLE** online: **LINK TO ONLINE SHOP #nttw20**

Questions? Reach out to Nikki Carpenter, manager of digital communications, at ncarpenter@ustravel.org.

VIRTUAL ROAD TRIP DETAILS

STATE	TIME
Washington D.C.	9:00 AM ET
Maryland	9:15 AM ET
Delaware	9:30 AM ET
New Jersey	9:45 AM ET
New York	10:00 AM ET
Connecticut/Rhode Island	10:15 AM ET
Massachusetts	10:30 AM ET
Maine	10:45 AM ET
Vermont/New Hampshire	11:00 AM ET
Pennsylvania	11:15 AM ET
Ohio	11:30 AM ET
Michigan	11:45 AM ET
Indiana	12:00 PM ET
Kentucky	12:15 PM ET
West Virginia	12:30 PM ET
Virginia	12:45 PM ET
North Carolina	1:00 PM ET
South Carolina	1:15 PM ET
Georgia	1:30 PM ET
Florida	1:45 PM ET
Puerto Rico	2:00 PM ET
Alabama	2:15 PM ET
Tennessee	2:30 PM ET
Mississippi	2:45 PM ET
Louisiana	3:00 PM ET

STATE	TIME
Texas	3:15 PM ET
Oklahoma	3:30 PM ET
Arkansas	3:45 PM ET
Illinois	4:00 PM ET
Missouri	4:15 PM ET
Kansas	4:30 PM ET
Nebraska	4:45 PM ET
Iowa	5:00 PM ET
Wisconsin	5:15 PM ET
Minnesota	5:30 PM ET
North Dakota/South Dakota	5:45 PM ET
Wyoming	6:00 PM ET
Colorado	6:15 PM ET
New Mexico	6:30 PM ET
Hawaii	6:45 PM ET
Arizona	7:00 PM ET
Nevada	7:15 PM ET
Utah	7:30 PM ET
Idaho	7:45 PM ET
Montana	8:00 PM ET
Alaska	8:15 PM ET
Washington	8:30 PM ET
Oregon	8:45 PM ET
California	9:00 PM ET