Let’s come together to amplify the National Month of Action, declared by the president to mobilize a nationwide push to vaccinate Americans. From Friday, June 18 through Friday, June 25, join U.S. Travel in activating around this new social guide centered around Travel’s Week of Action. Use these resources to spread the word, encourage and incentivize vaccinations and promote healthy and safe travel, and be sure to use #TravelConfidently so we can follow along with your engagement. Together, let’s showcase the critical role our industry plays in our local communities and nationwide.

Let us know how your organization is encouraging your community to get vaccinated, from social media campaigns and engagement to larger-scale promotions, contests and vaccination events. Your submission may be packaged in a Travel’s Week of Action overview highlighting our industry’s positive influence in the fight against COVID-19.

SAMPLE SOCIAL COPY

• Ready for a change of scene? Make an appointment to get a COVID-19 vaccine. Find a local vaccination site and make the most of summer ➡ vaccines.gov #TravelConfidently

• Don’t miss your shot to take summer to the max. Get a COVID-19 vaccine as soon as possible, and you could receive [ INSERT PRIZE / INCENTIVE ] as a thank you for keeping our community safe. View more details ➡ [ LINK] #TravelConfidently

• Summer’s latest essential? A COVID-19 vaccine. Get your shot and take your getaway—we’re ready to welcome you! #TravelConfidently