

Incorporate and customize the following best practices so customers can **#TravelConfidently** knowing that the united industry is committed to keeping them and their family safe and healthy. For additional information, visit [ustravel.org/IndustryGuidance](https://ustravel.org/IndustryGuidance).

### 1 Coordinate with state and local officials, and state health officials.

Become familiar with phased reopening approaches across your county/state, as well as neighboring counties/states and what that means per industry sector. Share this information on your website and social media channels.

[Delaware Customer Protection Standards >](#)

[Tennessee Pledge >](#)

### 2 Share guidance, protocols and tools for the industry.

Ensure businesses across the state are aware of and can access these resources. Communicate any state- or destination-specific health or safety requirements.

Available resources: [ustravel.org/IndustryGuidance](https://ustravel.org/IndustryGuidance)

[Discover PHL >](#)

[Arizona Office of Tourism >](#)

### 3 Increase visibility of health and safety practices and messaging.

Encourage travel businesses in your communities to promote enhanced safety measures through signage and other collateral.

Available resource: U.S. Travel's [Travel Confidently Poster/Flyer](#)

[Visit Delaware >](#)

[Pocono Mountains Visitors Bureau >](#)

### 4 Encourage the role of social responsibility to residents and guests to help ensure the health and safety of themselves and those around them.

Request that your customers and visitors adhere to recommended safety practices, including wearing a face mask, practicing physical distancing, frequent handwashing and staying home when sick.

Available resources: U.S. Travel's [Travel Confidently Customer Health and Safety Poster/Flyer](#)

[Explore Asheville >](#)

[New Mexico Hospitality Association >](#)

### 5 Adjust messaging across your communications channels to emphasize our industry's commitment to health and safety.

Inspire confidence in your audiences by assuring travelers that they will experience consistent health and practices throughout their entire journey.

Available resources: U.S. Travel's [Travel Confidently Social Media Guide](#)