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.

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

- 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