



## MAKE TRAVEL RALLY DAY A LOCAL SUCCESS

### Travel Rally Day | May 9, 2017

#### What is Travel Rally Day?

First staged in 2009, Travel Rally Day is more than just an annual celebration—it's a spotlight on what travel means to local communities. Each year, Travel Rally Day takes place on the Tuesday of National Travel and Tourism Week, May 7-13, 2017, which unifies millions of travel workers and showcases the importance of our industry. Since the first Travel Rally Day, cities nationwide have participated—providing a true coast-to-coast, rural and urban impact.

#### Share your Faces of Travel stories.

National Travel and Tourism Week 2017 is all about celebrating the power of travel, and particularly the people who make our industry remarkable. Host an event shining to spotlight the people behind our nation's travel industry, raising awareness of travel's impact and importance in your destination.

#### CONVENTION & VISITORS BUREAUS/DMOS:

- **Take the lead** and rally your local hospitality workforce, along with elected officials and business leaders, and host a 30- or 45-minute event on Tuesday, May 9.
- **Secure a rally location** of adequate size, like local landmarks, attractions, hotels or convention centers, and follow necessary permit-requirements and protocols.
- **Activate your community** and invite travel supporters and identify relevant speakers, from elected officials, board chairs or travel workers.
- **Set the stage** with proper lighting and a podium for speakers and pass out banners, signs and other merchandise for rally-goers to keep them engaged.
- **Sell the story** using resources from U.S. Travel to form your public remarks, localizing them with data on jobs, spending and tax revenue that are specific to your area.

#### TRAVEL BUSINESSES:

- **Join an organizing committee** at your local convention and visitor's bureau.
- **Authorize employees to participate** and ask them to wear their uniforms at the rally.
- **Provide transportation** for your employees to the event site.
- **Serve as a spokesperson** to local media and share how travel affects your bottom line.

#### TRAVEL-RELATED ASSOCIATIONS:

- **Encourage employee participation** in local city rallies.
- **Promote the event** in your communications, newsletters and on social media.

Let us know how you're celebrating NTTW by adding your event details to our map—new this year!

*Please note: While many destinations choose to host events in a coordinated effort on Travel Rally Day on **Tuesday, May 9**, we encourage you to rally and celebrate throughout the entire week, based on what works best for your community.*