



## IDEAS TO CELEBRATE NATIONAL TRAVEL AND TOURISM WEEK AND AMPLIFY THE TRAVEL EFFECT MESSAGE

### Travel Rally Day – Organize, Participate, Galvanize!

Stage a rally with local lawmakers, travel workers and industry supporters on Travel Rally Day, scheduled for Tuesday, May 6. This highly visible opportunity raises awareness about the National Travel and Tourism Week (NTTW) theme, Travel Effect, and provides a platform to amplify how traveler spending supports your community and local businesses. Use U.S. Travel resources to develop opportunities in the media, and invite local press to attend your rally. In addition, play the short [Travel Effect video](#) at your Rally Day event or during other NTTW activities to show the impact of travel on people's lives. By participating, you will join thousands of travel employees nationwide in a visible and vocal way that showcases an American industry powerhouse.

Toolkit: Rally day overview; sample media advisory; sample press release

### Tout Travel Benefits in the Press

Beyond inviting local media to cover your Rally Day event, consider writing a guest opinion column for your area's daily newspaper or business journal. Elected officials or recognized local authorities (governor, mayor, business leader, destination marketing executive, board chairman or other civic leader, etc.) are recommended as key authors of an op-ed. Messages should be current, speak plainly and offer readers compelling arguments that suggest why travel is vital to the community and/or state. Please identify your local newspapers' submission criteria and deadline, which should be posted on the news outlet's website under a header such as "submit an opinion article" or "how to submit an op-ed."

Toolkit: Sample op-ed (*coming soon*)

Authoring a blog post for a company or destination blog is another way to spread the Travel Effect and NTTW message. You may also wish to reach out to local bloggers who cover travel or local business and alert them to NTTW and the impact of travel on your local community and businesses. The NTTW toolkit includes a sample blog post for your review.

Toolkit: Sample blog post (*coming soon*)

### Connect Socially

Social media – especially Twitter, Facebook, Instagram and Pinterest – is a quick and powerful channel to amplify the message – whether you're on the ground or participating from afar.

For up-to-date NTTW news and activities on Twitter, follow: @USTravel, @TravelEffect and @TravelCoalition, and use the following hashtags: #TravelEffect, #TravelRally and #NTTW.

#### JOIN THE CONVERSATION

#NTTW14  
#TravelEffect

#### STAY IN THE KNOW

[www.ustravel.org/nttw](http://www.ustravel.org/nttw)  
[www.traveleffect.com](http://www.traveleffect.com)

For a full list of SoMe ideas and tips, please refer to U.S. Travel’s social media guide.

Toolkit: Social media guide for #NTTW

## Spread the Word About Our “What’s Your Travel Effect?” Video Contest!

Two lucky travelers could win a wonderful weekend getaway by showing how they live out the Travel Effect. Beginning Saturday, May 3 (the first official day of NTTW), through Sunday, May 11, U.S. residents may [upload brief videos](#) that tell how travel benefits their lives. Whether it’s taking "one more day" of paid time off to explore new places, reconnect with loved ones or accomplish something closer to home, we want to hear about it. [\\*Video Rules](#)

## Reach out To Your Members of Congress

Request an in-district meeting with Members of Congress and his or her staff who represent your district and state in Congress and provide an update on current issues that affect travel to their area and how travel is vital to the local economy.

Send a letter asking for lawmakers to support pro-travel policies (or thank them for supporting policies) that grow travel to and within the United States, such as the JOLT Act (H.R. 1354 in the U.S. House of Representatives) and reauthorization of Brand USA, our nation’s public-private partnership that promotes international travel to the U.S.

Visit [traveleffect.com](http://traveleffect.com) for research that supports travel’s impact, including the economic benefits of travel and tourism on every state and the nation as a whole.

Toolkit: Sample advocacy letter to Congress

## Honor Local Travel Employees

Front-line travel industry personnel (e.g., airport staff, hotel employees, restaurant and retail workers) interact with visitors daily. Recognize their contributions to the overall travel experience. Ideas include:

- Include travel workers in your rally. Invite a representative to the stage alongside other dignitaries.
- Post recognitions to travel workers on social media. Include messages about the number of workers directly employed by travel. Include pics and group shots of travel workers.
- Promote how travel jobs create opportunities for workers and launches careers. Research is available in U.S. Travel’s [Fast Forward](#) employment report.
- Produce signage (banners, poster boards) that thanks front-line workers for their role in welcoming travelers to your destination and install in a visible location for the workers. Include your organization’s name and logo.
- Award outstanding travel employees with gifts, prizes or discounts to enjoy local attractions.
- Host a reception to honor their contributions. Invite board members, policymakers and media to the event.
- Highlight positive stories of travel employees in your local industry newsletter. Promote how they influenced a positive travel experience in your destination.

Toolkit: Report: “Fast Forward: Travel Creates Opportunities and Launches Careers”; logos and graphics

## Promote Community’s Travel Effect in Paid Media

Advertising

Toolkit: Sample ad (*coming soon*)

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## Conduct a Local Tour for Hospitality Workers

How much do local hospitality and tourism industry employees in your community know about local attractions? Perhaps not enough! Work with a local tour guide to conduct an educational program and/or distribute materials and information about local attractions to hospitality employees in the community or your company. Conduct a walking tour of local landmarks or work with a motorcoach company for a guided driving tour of key selling points of your destination. Local travel workers are all ambassadors to the visitor market.

## “Go Red!”

Wearing red during NTTW has signaled unity among travel and tourism workers and supporters. Consider wearing red and using the color to decorate rallies, industry luncheons and events. It also shows well for cameras.

Travel Effect paraphernalia will also be available soon through the online store at [www.ustravel.org/nttw](http://www.ustravel.org/nttw)

Toolkit: Logos and graphics

## Grow the Power of Travel Coalition

Travel’s grassroots army – workers whose livelihoods are closely linked to favorable travel policies – is activated at select times throughout the year to voice opinion to Congress on issues from government travel to sequestration effects. Help U.S. Travel grow the thousands-strong Power of Travel Coalition by submitting staff rosters with email addresses to [travelcoalition@ustravel.org](mailto:travelcoalition@ustravel.org) or have travel professionals sign up for action alerts at [www.travelcoalition.org](http://www.travelcoalition.org). You may also share with your partners’ HR departments (hotels, attractions, etc.) to request sign-ups. Questions? Please email Michael Jacobson at [mjacobson@ustravel\(dot\)org](mailto:mjacobson@ustravel(dot)org).

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