



Great Ideas to Celebrate National Travel and Tourism Week

Travel Rally Day: Be an Organizer or Participant in Your Community

Host a rally with local travel workers and industry supporters as part of [Travel Rally Day](#), scheduled for Tuesday, May 10, and champion **Why Travel Matters** (this year's theme) in your community to local media, elected officials and residents. Join thousands of travel employees nationwide in a visible and vocal way that showcases an American industry powerhouse that provides jobs for 1 out of every 9 U.S. workers.

Submit a "Why Travel Matters" Op-Ed to Local Newspapers

NTTW presents a great opportunity to write an op-ed (opposite the editorial page) for your daily newspaper or weekly business journal. Op-eds feature a recognized authority (governor, mayor, destination marketing chief executive, civic leader) in a brief article expressing an opinion or viewpoint (i.e. the size and importance of travel in your destination or state), usually in about 500 words. U.S. Travel will provide a sample op-ed to guide your message. Check your local newspapers for criteria.

Schedule In-District Meeting with Your Members of Congress

Request an in-district meeting with members of Congress who represent your district and state in Washington, DC (and their district directors or key staff members), and update him or her on why travel is so critical to their district. Go to [PowerofTravel.org](#) for key data points on all 435 Congressional districts, including the economic benefits of travel and tourism (spending, jobs, tax receipts). Visit [travelcoalition.org/freshmenblitz](#) to download a toolkit with talking points, a sample meeting request letter and leave behinds. U.S. Travel will also provide a "How to Be an Advocate" handbook to give you tips and talking points when visiting with your elected officials.

Honor Local Airport Personnel and Transportation Security Officers

Airports are filled with front-line travel industry personnel (airline workers, airport staff and volunteers, transportation safety officers) who interact around the clock with travelers. Recognize the contributions to the overall travel experience made by these workers. Reach out to your local airport administration or marketing office and organize a simple event to recognize the important work performed at ports of entry. Ideas include:

- Organize breakfast or snack foods for a break room used by transportation safety officers (TSOs) and/or other airport personnel.
- Produce a table sign or tent card promoting National Travel and Tourism Week and thanking front-line workers for their role in moving travelers safely and efficiently through airport facilities. Include your organization's name and logo.
- Create a banner for use at airports (in terminals, employee break rooms, employee parking sites, etc.) with the 2011 theme: "Why Travel Matters". Personalize the banner with greetings and notes of appreciation from destination staff members.
- Award stellar security agents with gifts, prizes.
- Highlight positive stories of TSO and airport/airline employees in your local industry newsletter. Promote how they influenced a positive travel experience in your destination.

Individual airports can advise on what activities are permissible, so check with them first. But plan to include transportation workers in your local celebrations.

Wear Red Day

For at least two decades, wearing red during NTTW has been a signature that signaled unity among travel and tourism workers and supporters. Consider wearing red and using the bold color to decorate at rallies, industry

luncheons and events. Any day within NTTW is appropriate to “go red,” but this is especially advisable on Travel Rally Day when travel workers clad in red stand out for cameras.

AOL® Travel’s Themed Galleries

As a part of NTTW, AOL Travel continues its series of travel galleries highlighting great American destinations and activities. U.S. Travel members will have the opportunity to provide editorial suggestions that align with AOL’s key themes. The 2011 program will be a great way to promote travel destinations and attractions to millions of AOL users. The online toolkit will provide details soon; please check back!

Connect Via Social Media

Use the power of “community” to champion Why Travel Matters on Travel Rally Day and throughout NTTW. U.S. Travel is encouraging all Twitter users to join a concerted effort on Tuesday, May 10 (Twitter’s “Travel Tuesday” and also Travel Rally Day) to say *Why Travel Matters*.

- **Follow:** Follow us now at **@TravelCoalition**. We will send you travel industry facts and figures weekly to retweet and provide updates on NTTW and Rally Day.
- **Message:** On May 10, post the following message as your Twitter status:

TRAVEL MATTERS To Me! #travelrally #traveltuesday

- **Hashtags:** Use the hashtags **#traveltuesday** and **#travelrally** when you update your status on May 10 to increase visibility and searchability.
- **Rally tweets:** At your Travel Rally Day event, stage a “tweet-up” where attendees can update their statuses with the Twitter message above during the rally.

Refer to U.S. Travel’s social media strategy document for other online community ideas.

Honor Local Faces of Travel – Grow the Power of Travel Coalition

Declare front-line hospitality and travel industry employees as “faces of travel” in your community and hold a ceremony with local officials to honor these front-line workers, such as taxi drivers, hotel bellmen, attraction docents, visitors center workers, etc. Run an ad in the newspaper honoring these workers, and give them lapel pins to wear during NTTW.

Together we’re stronger! Each “face of travel” should also be a part of the [Power of Travel Coalition](#), the travel industry’s ever-growing army of grassroots activists. It’s quick and easy – just sign up local workers by using the Coalition’s sign-up sheet; submit the form to U.S. Travel and we will process their enrollment.

Invite Elected Official to Join the Local Travel Workforce

Elected officials, such as state legislators, mayors, city council members and others are elected to serve the public interest. Invite them into front-line service at a local visitor center or attraction to greet visitors or take a few calls during NTTW and help them closely relate to the 10 million Americans who work in this industry. Encourage local media to cover officials’ visitor service. It makes a great photo op for press.

Provide a Local Tour for Hospitality Workers

How much do local hospitality and tourism industry employees in your community know about local attractions? Maybe not enough! 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.