



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 8, and champion **Vote Travel** (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 one out of every nine U.S. workers.

Submit a "Vote Travel" 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 (e.g., the impact of travel in your destination or state), usually in about 700 words. U.S. Travel will provide a sample op-ed to guide your message. Check your local newspapers for submission 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, D.C. (and their district directors or key staff members), and update him or her on why travel is 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 (e.g., spending, jobs, tax receipts). Visit [travelcoalition.org/get-involved/nttw](#) to download an in-district toolkit with talking points, a sample meeting request letter and leave behinds.

Honor Local Travel Employees

The front-line travel industry personnel in your destination (e.g., airport staff, hotel employees, restaurant and retail workers) interact with visitors daily. Recognize the contributions to the overall travel experience that is made by these workers. Ideas include:

- Produce signage promoting National Travel and Tourism Week and thanking front-line workers for their role in welcoming travelers to your destination. 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 2012 theme: "Vote Travel". Personalize the banner with greetings and notes of appreciation from destination staff members.
- Award stellar travel employees with gifts or prizes. Host an awards banquet in their honor.
- Highlight positive stories of travel employees in your local industry newsletter. Promote how they influenced a positive travel experience in your destination.

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 (May 8) when travel workers clad in red stand out for cameras. Vote Travel paraphernalia will also be available soon through the online store at [votetravel.org](#).

Connect Via Social Media

Use the power of “community” to champion travel on Travel Rally Day and throughout NTTW. U.S. Travel is encouraging all Twitter users to join a concerted effort on Tuesday, May 8 (Twitter’s “Travel Tuesday” and also Travel Rally Day) to say *Vote Travel*.

- **Follow:** Follow us now at [@USTravel](#) and [@TravelCoalition](#). We will send you travel industry facts and figures weekly to retweet and provide updates on NTTW and Rally Day.
- **Message:** On May 8, personalize the following message as your Twitter status:

A Vote for Travel is a Vote for [e.g., me, destination, jobs!] #travelrally #VoteTravel

- **Hashtags:** Use the hashtags **#VoteTravel** and **#travelrally** when you tweet during NTTW 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 tips](#) document for other online community ideas.

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 bellhops, attraction docents, visitors center workers, etc. Run an ad in the newspaper honoring these workers, and give them lapel pins (or Vote Travel buttons) 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 signup sheet](#); submit the form to U.S. Travel and we will process their enrollment.

Customize a Power of Travel Video

Illustrate the Power of Travel with this three-minute [video](#), which shows the vast impact of the tourism industry on the U.S. economy. The video is customizable to your specific destination. Play the video at Rally Day events or during other NTTW activities. Contact communications@ustravel.org if you’re interested in producing a video.

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.