



How to Coordinate a Vote Travel Rally in Your City

Overview

Travel Rally Day is a focal point of National Travel and Tourism Week that promotes how travel spending supports local communities and provides jobs to more than 14 million Americans. Since its inception three years ago, more than 75 cities and states annually have joined this effort to champion the value of travel and staged rallies that garnered extensive media coverage.

Hosted at prominent landmarks nationwide, Travel Rally Day is a series of locally organized events that attracts hospitality workers, elected officials, city leaders and local media. This year, Travel Rally Day is part of the nationwide “**Vote Travel: Get America Moving**” campaign. 2012 is a critical election year, which provides us with an opportunity to showcase the value of our industry to candidates running for all levels of public office. Vote Travel is also an effort to flex our electoral muscle by engaging our industry’s employees in the electoral process.

U.S. Travel Association provides resources to help you create your message and produce a successful rally. Be an advocate for travel on this special day – host or participate in a local rally, **wear red** or dress in your industry uniform, and tell people to **Vote Travel!**

Tips to Get You Started With Your Rally Day Planning

Destination Marketers/Convention and Visitors Bureaus:

- Take the lead in your city. Organize your local travel workforce, invite elected officials and business leaders, and commit to hosting a 30- or 45-minute event on Tuesday, May 8.
- Secure a location (local landmark, attraction, hotel, convention center) and obtain the necessary permits to accommodate the crowd of attendees that you expect.
- Sell the story to local media: Use [talking points](#) to form your public remarks, but localize them with data on local jobs, spending, tax revenue and information about the **Vote Travel** campaign.
- Plan a voter registration drive at your rally – we need travel advocates to vote on issues that matter to them!
- Use the [Rally Day Checklist](#) and [other tools](#) to guide your event planning.

Travel Businesses:

- Authorize employees to participate. Ask them to wear their uniforms at the rally or wear red.
- Provide transportation for your employees to the event site.
- Join your local destination marketing organization/CVB on an organizing committee. Serve as a spokesperson to local media and share how travel affects your bottom line.

Travel-Related Associations:

- Encourage your members to participate in their city’s rally.
- Promote the event: Include news of Travel Rally Day in your communications and newsletters.

What U.S. Travel Needs From You: Please email confirmation that you will organize a rally in your destination on Tuesday, May 8. We will recognize all that have committed and list you as a local point of contact on the Rally Day map. Email your commitment to RallyDay@USTravel.org.