

## Virtual Travel Town Hall



TOGETHER  
we're stronger

The U.S. Travel Association's Power of Travel Coalition will launch the inaugural Virtual Travel Town Hall in August 2010 that will run through the November elections. The Coalition has identified more than 50 races in districts and states in which there is a significant travel and tourism community. Candidates in these races will be invited to submit their video answers (or written if video is not an option) to the top three questions posed and voted on by travel employees from across the country. The questions and candidate videos will be posted on the Coalition's Virtual Travel Town Hall webpage one month prior to the elections to allow our members to see what the candidates have to say about pressing travel issues. The Coalition will secure a minimum of 10 races to launch the Virtual Travel Town Hall.

### Objectives:

- **Begin priming the travel community** to think and act politically about the industry in which they are employed
- **Demonstrate the impact** of travel in each district/state
- **Engage and educate candidates** on travel-related issues in their district/state and recruit future champions for the industry

### How to Get Involved:

The Virtual Travel Town Hall provides partners with an excellent forum for engaging employees and candidates on the most pressing travel issues at the local and state levels. We ask that members partner with U.S. Travel in this effort by promoting it to local travel employees and asking them to submit and vote on questions, as well as to visit the website once the responses are posted. The Power of Travel Coalition will provide partners with all necessary materials and templates to get involved.

### Timeline:

Date	Action
July 19-August 13	Invite and confirm candidate participation
August 10	Distribute employee activation materials to members
August 12	Launch website
August 12-25	Online forum open to collect questions from travel employees
August 12	<b>Ask of Partners 1:</b> Email/Send alert with contest information, asking their employees to engage and submit questions for candidates
Aug. 30- Sept. 10	Online contest to vote on top three questions from employees opens
August 30	<b>Ask of Partners 2:</b> Email/Send alert encouraging employees to visit the website and vote on the questions they would most like to see asked of candidates
September 13-24	Candidates given final three questions to film and submit their responses
October 4	Launch online candidate videos/responses with localized press releases <b>Ask of Partners 3:</b> Email/Send alert to encourage employees to visit the website to see what their candidates are saying about travel
November 2	Election Day