

How to Organize a Back-of-House Tour



What and Why?

You're communicators. You're connectors. You network. You facilitate relationships. You are what makes travel "talk" and U.S. Travel Association wants to turn the spotlight on you.

In 2015, we hope you take the opportunity to show your Members of Congress how travel benefits your community by hosting a back-of-house (BOH) tour. Our members have seen tremendous success through BOH tours and we challenge you to help us keep the pace and further demonstrate the strength of this ubiquitous industry.

How?

Organizing a BOH tour is simple, and you already have all the tools at your fingertips. In fact, you will be surprised at how easily it comes together, and the U.S. Travel team will help at every step along the way. Here's how:

Step 1: Identifying a location – Work with travel partners in your area to find the ideal venue for a tour. We can help you brainstorm what this may look like and how to set it up.

Step 2: Scheduling – We draft the schedule request and submit it on your behalf, in addition to working with all involved parties on solidifying a date.

Step 3: Crowd building – Reach out to your partners and colleagues in the area to make sure your key travel leaders are in the room. We provide a draft invitation and provide suggestions, as needed, on who to include.

Step 4: Preparing – We provide a template agenda to serve as a guide, and a few days before the event, we will coordinate a quick briefing call so all attendees are up to speed and prepared to lead the conversation. Additionally, you can expect a briefing packet with the policy matters that U.S. Travel has prioritized.

Step 4: Executing – Every tour is different and we defer to your knowledge and expertise on what you would like to highlight. Here are a few tips for success:

- Set aside at least one hour – this will allow you to conduct the BOH tour and host an ending discussion and Q&A with other attendees.
- Recruit and prep some of the venue's best employees to share their story of why travel matters to them, their job, and their community (think: cook, event manager, housekeeper).
- If staff of the elected official gives approval beforehand, offer to invite a local reporter to attend the event and capture their own story.

Step 5: Following up – Thank the elected official after the tour and offer to be a future resource for his or her staff. All employees who were involved in the tour should sign a thank you note.

Please Be In Touch! Once a BOH tour is confirmed, please send us the details. Consider having a photographer and/or videographer (paid or volunteer) on hand to capture the BOH tour. Following the event, send us a recap and any photos/video from the tour that we can share with the industry.