WAYS TO **ENGAGE**

This years marks the 40th anniversary of National Travel and Tourism Week (NTTW) and we are building on decades of work to amplify what we all know to be true—**travel is integral to everything we do**. Your engagement is crucial to magnifying this message and moving **#TravelForward**. Because travel fuels every industry, our success is America's success.

ACTIVATE ALL WEEK LONG

Use the calendar below as a guideline for activiating during **#nttw23**.

MAY 7-13, 2023						
SUN	**MON**	**TUES**	**WED**	**THURS**	**FRI**	**SAT**
🎉 **Kick-off** by posting the NTTW **video** on social	📰 Highlight the week with a **press release** or **blog** *Sample coming soon*	📍 Share the special **40 years** of NTTW **video** or **GIF**	📢 Issue a **proclamation** alongside a local official *Sample coming soon*	🎤 Host a **travel rally** with local partners	🌟 Throw an appreciation event for your travel **workforce**	✈️ Recap an impactful week on social

PUT ENGAGEMENT ON YOUR TO-DO LIST

Don't stop there. There are countless ways you can engage leading up to and throughout **#nttw23**. Check out our **social guide** and use the checklist below as a springboard:

SPOTLIGHT ON SOCIAL MEDIA

☐ **Update** your social media headers with our NTTW **designs**

☐ **Implement** a splash page on your website featuring NTTW

☐ **Share** 40 reasons in 40 seconds why travel is essential in a video

ENCOURAGE ACTIVATION

☐ **Include** the NTTW **toolkit** in your organization's communications

☐ **Urge** your staff to get involved

☐ **Incentivize** participation by hosting an NTTW themed event, rally or contest

CELEBRATE YOUR LOCAL COMMUNITY

☐ **Spotlight** a local project or new business

☐ **Publish** a 40th anniversary celebratory blog:
  - 40 things to do in a weekend in XX
  - 40 reasons to visit XX
  - Feature 40 small businesses
  - 40 pictures that showcase your unique destination or work

☐ **Highlight** your community's top travel-related wins over the past 40 years

☐ **Offer** a special or discount to raise awareness for NTTW

☐ **Share information** about NTTW in community groups

U.S. TRAVEL
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