



LOBBY STICKIE CAMPAIGN

Have employees and guests write on a stickie notes what travel means to them place on board. Use a Tri-Fold Corrugated Display.



BAG OF CHIPS GIVEAWAY

Thank guests for traveling with a bag of chips and note attached, "You are all that and a bag of chips."



HOST AN EVENT FOR GUESTS

Wine down Wednesday or Breakfast-To-Bags with promos & notes. Keep the importance of travel conversation top of mind.

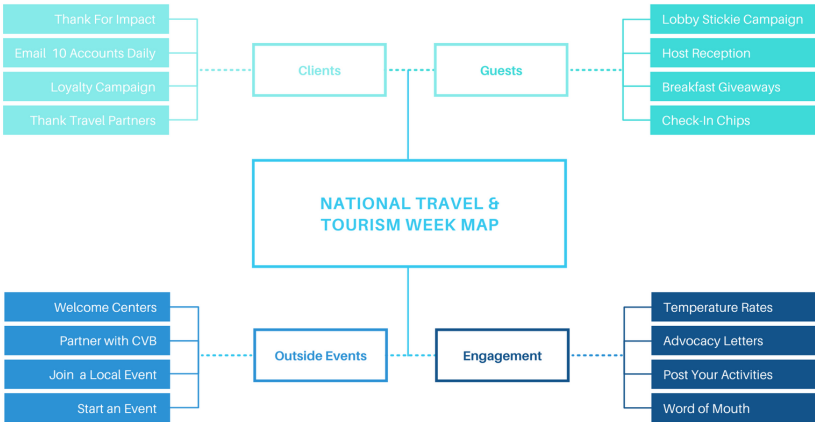


TEMPERATURE RATE

Play a fun game at events where you ask people to take out their phone & show you the weather on their app - this becomes their rate. Use restrictions on usage, etc.

Campaigns and Giveaways

Photos tell the story. Take photos and share on your social channels each day.



TAP INTO THEMES ON SOCIAL

SUNDAY - 5/1	MONDAY - 5/2	5/2 SAVE THE DATE	TUESDAY - 5/3
<p>THE #FUTUREOFTRAVEL IS INNOVATION</p> <p>New technology at the airport? New modes of transportation around town? Share how travel is changing around you.</p>	<p>THE #FUTUREOFTRAVEL IS FACILITATING RECOVERY</p> <p>Publish an op-ed on the economic impact of travel on your local economy.</p> <p style="text-align: center; color: #c00000;">#CHIPS</p>	<p>TURN TWITTER RED</p> <p>Help us start out with a bang on Monday of National Travel and Tourism Week by posting a special-edition RED #FutureOfTravel graphic to your Twitter feed. Be on the lookout for the release of this graphic in the coming weeks.</p>	<p>THE #FUTUREOFTRAVEL IS INCREASING GLOBAL COMPETITIVENESS</p> <p>Tell Congress how vital international travel is to your organization's destination and why it's so important to compete for international tourism dollars.</p>
WEDNESDAY - 5/4	THURSDAY - 5/5	FRIDAY - 5/6	SATURDAY - 5/7
<p>THE #FUTUREOFTRAVEL IS REBUILDING AMERICA'S WORKFORCE</p> <p>Contact your lawmakers to share how restoring travel creates jobs or highlight the faces of travel in your organization to demonstrate the benefits of a travel career.</p>	<p>THE #FUTUREOFTRAVEL IS MORE INCLUSIVE</p> <p>Write a blog post on how our industry is championing and celebrating diversity—in its people, places and POVs.</p>	<p>THE #FUTUREOFTRAVEL IS IN PERSON</p> <p>Highlight how your organization celebrated NTTW with an industry event this week.</p>	<p>THE #FUTUREOFTRAVEL IS NOW</p> <p>Share on social how travel is an essential industry in your community.</p>

