



**U.S. TRAVEL**  
A S S O C I A T I O N

**2010 VIRGINIA TOURISM SUMMIT**

**“The Face of Travel” Session**

**April 20, 2010**

**Fairfax, VA Hyatt Fair Lakes**

## **TRAVEL MATTERS: 10 WAYS YOU CAN GET ENGAGED**

- 1) Participate in “Travel Rally Day” on Tuesday, May 11.**
  - Join destinations across the country to “Stand Up for Travel”.
  - Visit [www.ustravel.org](http://www.ustravel.org) to find helpful tools for how to make your Travel Rally a success.
  
- 2) Take local travel business leaders with you to meet/present to your local Chamber of Commerce, city council, state legislators, community groups and the media.**
  - This is your opportunity to get the attention of local and state leaders about the issues that are so important to you, like how your promotional budgets are critical and benefit the local economy in so many ways.
  
- 3) Use economic impact numbers from your state or destination to quantify the impact of travel on your local economy.**
  - Find numbers from your state tourism office, your CVB or [www.poweroftravel.org](http://www.poweroftravel.org).
  
- 4) Conduct desk side briefings with local business reporters on the ROI of business travel.**
  - Use the Oxford Economics study on the Return on Investment of Business Travel, available at [www.ustravel.org](http://www.ustravel.org).
  
- 5) Issue a press release during “National Travel & Tourism Week” on the economic impact of travel to spending, jobs and tax revenue in your area.**
  
- 6) Follow the press release with an editorial board meeting with CVB head, travel company leadership and small biz owners on value of travel to local economy.**
  
- 7) Use your social media accounts to educate media and opinion leaders about the power of travel.**
  
- 8) Come to Washington, D.C. September 29-30 to be a part of U.S. Travel’s “Travel Leadership Summit” and meet with your members of Congress about the issues that are important to you.**
  
- 9) Conduct your own Virginia “Face of Travel” contest!**
  - Use U.S. Travel’s campaign as an example and recreate it at the state or local level.
  - Email me at [kchandler@ustravel.org](mailto:kchandler@ustravel.org) for more materials to get you started.
  
- 10) Get involved and stay informed about national travel policy and activities by joining U.S. Travel’s grassroots list – email [signmeup@ustravel.org](mailto:signmeup@ustravel.org) right now.**



## SAMPLE PRESS RELEASE

**For Immediate Release**  
May \_\_, 2010

Media Contact: INSERT NAME  
INSERT PHONE NUMBER

### **U.S. TRAVEL RALLY DAY SPOTLIGHTS IMPACT OF TRAVEL AND TOURISM IN [CITY/STATE]**

#### ***American workers 'stand up for travel' at nationwide rallies on May 11<sup>th</sup>***

[DATE LINE] – Governor/Mayor/State Tourism Director/CVB Director will lead CITY/STATE's travel workers in a Travel Rally on Tuesday, May 11 at [LOCATION]. This is one of dozens of rallies nationwide on the same day marking the 27<sup>th</sup> annual National Travel and Tourism Week. Travel Rally Day demonstrates in human terms the value of travel to the local community. Employees from major sectors of the travel industry will attend in a show of support for the jobs and economic impact created by visitors.

"We will rally on Tuesday for every person in our community that depends on travelers for their jobs and livelihoods," said [INSERT NAME], [TITLE] of [CVB NAME]. "Travel and tourism is one of the most reliable generators of jobs at all levels of the American economy, including right here in \_\_\_\_\_. We aim to show the powerful role of travel in this community."

Travel and tourism is a \$XXXX industry for [CITY/STATE], providing XXXX jobs and generating \$XXXX in tax revenue locally. Travel is a broad and diverse industry employing a vast workforce, from airline and attraction employees to restaurant, hotel and taxi workers.

"Today, we stand up for travel," said Roger Dow, president and CEO of the U.S. Travel Association, the umbrella organization representing the U.S. travel industry. "Travel is one of the country's biggest employers with more than 10 million Americans depending on this industry for their paychecks. Everyday travel powers our economy in cities and states across the country."

[INSERT EMPLOYEE QUOTE, e.g.: "I've worked in the travel industry for [#] years, and I depend on travelers to [CITY] for my living," said [NAME], a [JOB TITLE] at [BUSINESS]. "When people make the choice to travel here, it makes an enormous impact to [CITY]'s residents who work in this industry."

The U.S. Travel Association reports that travel and tourism is one of America's largest industries. Direct spending by domestic and international travelers generated \$704 billion in the nation's economy last year. The industry also represents one of America's largest employers, accounting for more than 10 million direct and indirect jobs. Though the travel workforce has declined as a result of the prolonged recession, the industry expects to add 90,000 new American jobs due to modest gains in travel expected in 2010. U.S. Travel projects 1.95 billion domestic person-trips will take place this year, up 2 percent from last year. International arrivals are expected to total 56.5 million in 2010, an increase of nearly 3 percent over 2009, according to U.S. Travel.

"In these times more than ever, everything we can do to support our travel and tourism industry helps [CITY]," said [GOVERNMENT OFFICIAL NAME AND TITLE]. "It is vital that we continue to remember the value of encouraging travel to our great destination and showing visitors all that it has to offer."

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# NATIONAL TRAVEL and TOURISM WEEK

## U.S. Travel Rally Day Tuesday, May 11, 2010 Overview for Organizers/Participants

### *We Need YOU: Virginia Tourism Summit*

#### **Overview**

U.S. Travel Rally Day shines a spotlight on travel's value to local communities. It is a central activity of National Travel and Tourism Week that unifies travel workers and sends a clear message that travel means business to the American economy. The first Travel Rally Day was staged in May 2009 when the industry united to give a face to the millions of workers whose jobs depend on travel and tourism. More than 40 cities stepped up, resulting in a perfectly timed wake-up call that championed why travel matters. ([Click here](#) to watch a highlights video from last year).

In 2010, the goal remains much the same: Stand together and—with one voice, on one day—tell the story of how travel creates jobs for your residents and revenue for your community.

At its heart, Travel Rally Day is a local media event. U.S. Travel will provide talking points and other media resources to help make your message timely and newsworthy. The story should trumpet how dollars generated by visitors create jobs that support families and local jurisdictions.

#### **What You Can Do To Make Travel Rally Day a Success Locally**

##### **Convention & Visitors Bureaus/DMOs:**

- Take the lead in your city. Rally your local hospitality workforce, along with elected officials and business leaders, and commit to hosting a 30- or 45-minute event on Tuesday, May 11.
- Secure a location (local landmark, attraction, hotel, convention center) and obtain the necessary permits to accommodate the crowd of workers that you expect.
- Sell the story to local media: Use talking points to be provided by U.S. Travel to form your public remarks, but localize them with data on local jobs, spending and tax revenue.
- Use the Rally Day Checklist to guide your event planning.

##### **Travel Businesses:**

- Authorize employees to participate. Ask them to wear their uniforms at the rally.
- Provide transportation for your employees to the event site.
- Join your local 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 local city's rally.
- Promote the event: Include news of Travel Rally Day in your communications and newsletters.

**What U.S. Travel Needs From You: States/CVBs:** Please email confirmation that you will organize a rally in your destination on May 11. We will list all cities that have committed on [UStavel.org](http://ustravel.org). Email your commitment to [RallyDay@UStavel.org](mailto:RallyDay@UStavel.org). Questions? Call Dennis Castleman at 202-408-2152.

For resources to help you stage your Travel Rally, visit <http://www.ustravel.org/marketing/national-travel-and-tourism-week/toolkit>.

# NATIONAL TRAVEL and TOURISM WEEK

## SOCIAL MEDIA STRATEGY U.S. TRAVEL RALLY DAY

### Overview

Use the power of “community” to stand up and be counted as a member of the travel workforce on Travel Rally Day and throughout National Travel and Tourism Week.

U.S. Travel is encouraging all Twitter users to join a concerted effort on Tuesday, May 11 (Twitter’s “Travel Tuesday” and also U.S. Travel Rally Day) to say *Count me as a travel worker*. Here is the Twitter plan:

### Twitter

- **Message:** On May 11, customize the following message with your city/state and post it as your Twitter status:

**Count me as a [CITY/STATE] travel worker. #travelrally #traveltuesday**

- **Hashtags:** Use the hashtags **#traveltuesday** and **#travelrally** when you update your status on May 11 to increase visibility and searchability.
- **Rally tweets:** At your U.S. Travel Rally Day event, stage a “tweet-up” where attendees can update their statuses with the above message during the rally.
- **Take it viral:** Ask travel workers at CVBs, local businesses, hotels, restaurants and other organizations to tweet the message throughout National Travel and Tourism Week.

*Other social media ideas to consider:*

### Facebook

- Post the Twitter campaign message above to your CVB or company’s Facebook account. Invite your fans to repost it as well.
- Make a photo album of people whose jobs depend on travel. See a creative example from Abilene, Texas here: <http://bit.ly/aVVJ7N>.
- Invite your Facebook fans to post a message on your Facebook Wall explaining what travel means to them, their families and their jobs.

### YouTube, Vimeo

- Film short clips of local travel employees telling their stories about what travel means to their communities and their jobs. Post them on a designated YouTube channel and announce the address through Twitter or Facebook and at your U.S. Travel Rally Day event. View an example from the Abilene, Texas CVB here: <http://bit.ly/dhcgRr>.



# U.S. TRAVEL ASSOCIATION

## THE IMPACT OF TRAVEL National Talking Points

*Updated April 2010*

### **Travel and tourism is one of the most significant and reliable industries in America.**

- America benefits from \$1.7 trillion in economic output generated by travelers. More than 10 million people depend on travel for their jobs.
- Spending by travelers generates \$111 billion in tax revenue for local and federal governments. The average American household pays \$950 less in taxes every year because of travel in the United States.
- In challenging economic times, promoting and increasing travel is a proven way to boost the economy. Travelers come to our city and spend money on hotels, restaurants, businesses and attractions, then they return home and we don't pay for their education, medical care, etc.
- When overseas travelers visit the U.S., they stay longer and spend more than any other visitors, on average about 16 nights with spending in excess of \$4,000 when they visit.
- Following several consecutive years of decline, U.S. Travel is projecting modest increases in both business and leisure travel this year, gains that are expected to create 90,000 new jobs for the economy.
- In the wake of a prolonged recession, it's more important than ever to underscore that travel benefits communities. It puts Americans back to work quickly and helps fill up tax coffers.

### **The benefits of travel are proven and diverse, impacting the bottom lines of businesses and the relationships and well-being of individuals.**

#### *Benefits to businesses:*

- According to a 2009 study by Oxford Economics, businesses see an average return on investment of \$12.50 in profits and \$3.80 in revenue for every dollar spent on corporate travel. How many other business investments yield a 12-to-1 ROI?
- The vast majority of business travelers surveyed said that meetings, conference and incentive travel has a high effect on employee morale and performance.
- In order to achieve the same effects as incentive travel, a company would have to increase an employee's base compensation by 8.5 percent. That means that an employee making \$100,000 a year would have to have his or her pay increased by \$8,500 in order to have the same effect as, say, a \$2,000 all-expense-paid incentive trip.

#### *Benefits to relationships:*

- Traveling has a positive effect on building relationships and strengthening family ties. In fact, more than half of employed Americans say vacation left them feeling more connected with their families.
- Even the anticipation of vacation travel produces an increase in positive feelings about family, economic situation, health and life as a whole.

#### *Benefits to personal health:*

- Taking a vacation once a year can cut the risk of a heart attack in half.
- Even a vacation of only one or two days can reduce blood pressure, heart rate and stress levels.

### **Travel is the front door to experiencing America's diversity and hospitality.**

- The U.S. is getting in the game to market itself to international travelers. Thanks to new national travel promotion legislation signed by President Obama, the U.S. is on its way to welcoming millions of new travelers and creating thousands of new jobs.
- People who have visited the U.S. are 74 percent more likely to have a favorable opinion of the country.
- Visitors to our city experience all the great things we have to offer, then they spread the word – nearly 9 in 10 travelers tell friends and relatives about their travel experiences here.



# Travel Means Jobs

Deliver the Message to Washington  
At the 5<sup>th</sup> Annual Travel Leadership Summit

Save-the-Dates

September 29-30, 2010

The jobs of more than 10 million Americans depend directly or indirectly on travel.

**One in nine jobs** is created by the travel and tourism business.

Tell Washington that travel has the stimulus power to get our economy back on track.



Travel Rally Day 2009 in Washington, DC.

Join hundreds of travel colleagues from all across the United States who will deliver the message of travel in person to Capitol Hill and our nation's top decision makers at the U.S. Travel Association's Travel Leadership Summit.

The Summit will feature:

- Updates on our industry's most pressing issues
- Visits to elected officials
- Inside-the-Beltway Speakers and more.

The 2010 Summit will be held at the Willard Intercontinental Washington, DC.



Register May 1 at [www.ustravel.org/events/travel-leadership-summit](http://www.ustravel.org/events/travel-leadership-summit).