

There's no place like Kansas

MAKE TRAVEL RALLY DAY A LOCAL SUCCESS
Travel Rally Day | May 8, 2018

What is Travel Rally Day?

First staged in 2009, Travel Rally Day is more than an annual celebration – it is a spotlight on what travel means to local communities. Each year, Travel Rally Day takes place on the Tuesday of National Travel and Tourism Week, May 6-12, 2018, which unifies millions of travel workers and showcases the importance of our industry. Since the first Travel Rally Day, cities nationwide have participated – providing a true coast-to-coast, rural and urban impact.

Travel Then and Now

This year's theme gives U.S. destinations, businesses and organizations a chance to shine a spotlight on the positive impact travel has had on communities nationwide over the last several decades.

CONVENTION & VISITORS BUREAUS/DMOS:

- **Take the lead** and rally your local hospitality workforce, along with elected officials and business leaders, by hosting a 30- or 45-minute event on Tuesday, May 8.
- **Secure a rally location** of adequate size, like local landmarks, attractions, hotels or convention centers, and follow necessary permit-requirements and protocols.
- **Activate your community** by inviting travel supporters to hear from relevant speakers, from elected officials, to board chairs or travel workers.
- **Set the stage** with proper lighting and a podium for speakers and pass out banners, signs and other merchandise for rally-goers to keep them engaged.
- **Sell the story** using resources from Kansas Tourism to form your public remarks, localizing them with data on jobs, spending and tax revenue that are specific to your area.

TRAVEL ATTRACTIONS:

- **Join in** with your local travel and tourism organizations to amplify your areas messaging.
- **Get involved** with your destinations rally, and show off what makes your attraction standout.
- **Promote the event** in your communications, newsletters and on social media.



TRAVEL BUSINESSES:

- **Join an organizing committee** at your local convention and visitor's bureau.
- **Authorize employees to participate** and ask them to wear their uniforms at the rally.
- **Provide transportation** for your employees to the event site.
- **Serve as a spokesperson** to local media and share how travel affects your bottom line.

TRAVEL-RELATED ASSOCIATIONS:

- **Encourage employee participation** in local city rallies.
- **Promote the event** in your communications, newsletters and on social media.

Let us know how you're celebrating NTTW by using
#NoPlaceLikeKS during your event!

*Please note: While many destinations choose to host events in a coordinated effort on Travel Rally Day on **Tuesday, May 8**, we encourage you to rally and celebrate throughout the entire week, based on what works best for your community.*

