

AN INDUSTRY WIDE MOMENT OF SOLIDARITY.

WE ARE ALL #TOGETHERINTRAVEL

First and foremost, **thank you** for participating in what we believe will be a galvanizing moment for the Travel & Tourism sector and a rallying call to action for people to unite in these unprecedented times. The following document gives an outline of the concept, further instruction for participation and accompanies the video files needed for you to get involved.

CAMPAIGN OVERVIEW

#TogetherInTravel is an overarching campaign which will be launched with your help, on Monday 20th April 11am BST. We are aiming to create a 'thunderclap' moment across social and digital platforms with the help of WTTC Members, Industry Task Force Members, influencers, airlines, hoteliers, tour operators and travel industry employees globally, all sharing and posting the video simultaneously across 25 markets worldwide.

The campaign comprises three key elements:

1. A highly visual and emotive video
2. The hashtag #TogetherInTravel
3. A microsite www.togetherintravel.com.

WHAT ARE WE HOPING TO ACHIEVE?

Our goal is to spread this message as far and as wide as possible, and bolster advocacy for Travel & Tourism on a global scale. It aims to empower a worldwide increase in third party, heartfelt, travel related content, at a time when it cannot be created in destination, which will catalyze and encourage planning for future trips once the travel bans are lifted.

INSTRUCTIONS FOR SOCIAL MEDIA OR DIGITAL MARKETING TEAMS

- Please post either of the attached video files with the accompanying hashtag #TogetherInTravel, onto your social channels on **Monday 20th April at 11am BST** using the suggested text:

Stay safe, stay inspired and tell us your most amazing travel stories.

Let's keep the spark of travel alive, together.

We're proud to be #TogetherInTravel

- The two videos in the link contain the same content, one in landscape and the other in 4:5 should you wish to use a more optimal ratio for social distribution.
- For those not able to post natively, please post the above text with a link to the microsite www.togetherintravel.com.

Please also show your support for #TogetherInTravel by adding the graphic in the transfer to all email signatures.

FURTHER ITEMS OF NOTE:

- This campaign has been developed and created using donated time and while adhering to social distancing guidelines.
- We hope that the stories generated from this campaign will provide valuable content for you to share on with your followers. Should you receive any particularly emotive stories, we would love for you to share with the team here.
- Should you have any questions, please reach out to social@hillsbalfour.com.