

## Associations: Engaging Your Membership



### Problem

Faced with political defeats and mass retirements of longtime “travel champions” in Congress, U.S. Travel Association was confronted with the challenge of passing priority legislation for the industry without the top stalwarts they historically relied upon on Capitol Hill.

### Solution

Locust Street launched the “Travel Blitz” campaign with the mission of developing new champions in Congress for the travel and tourism industry by activating local leaders and industry stakeholders to engage their representatives. The campaign highlighted the economic impact of travel and tourism in congressional districts and states across the country, while also infusing pride and enthusiasm throughout U.S. Travel’s membership ranks.

The campaign offered creative new opportunities for travel leaders to organize locally and demonstrate the breadth of the industry and policy needs to Members of Congress and other state policy leaders. Moreover, by inviting members of the press to join events and witness local campaign activity, the travel industry’s key messages garnered media and traction with the broader public. To raise the advocacy profile of the association, Locust Street also garnered placement of influencer op-eds and letters to the editor in high-profile newspapers across the country.

### Metrics

**70**   
**Travel Blitz Events**

Over the course of a two-year campaign, more than 70 Travel Blitz events were planned and executed in 30 states.

**1,200**  
**VIP Attendees**

The campaign brought together more than 1,200 VIP attendees from local travel and tourism sectors.

**35**  
**Media Stories**

The blitz generated more than 35 media stories across broadcast, print, and radio outlets.

### Selected Press

**The Salt Lake Tribune**  
 Op-ed: Brand USA puts tourism dollars in Utahns’ pockets

**THE MORNING CALL**  
 Carl Wilgus: How to continue growth of tourism industry  
 August 25, 2014

**THE TENNESSEAN**  
 A GANNETT COMPANY  
 Marsha Blackburn, state leaders talk tourism in Franklin  
 July 7, 2014

**The Courier-News**  
 Roundtable tourism panel discusses what brings people to the region  
 September 5, 2014