

THE WEAPONIZATION OF TRAVEL TOOLKIT

Dealing with a Travel Ban or Boycott in Your Destination



BACKGROUND

- The Weaponization of Travel

TOOLKIT COMPONENTS

- Positioning Your Destination to Weather a Crisis
- Steps for Effective Crisis Response
- Talking Points for Communications and Outreach
- Best Practices for Engaging Public Officials
- Best Practices for Engaging Meeting and Event Planners
- Template Letter to the Editor
- Sample Tweet Sheet
- Sample Print Ads



ABOUT DESTINATIONS INTERNATIONAL

Destinations International is the world's largest resource for official destination organizations, CVBs and tourism boards. Destinations International is about serving destination marketing professionals first and foremost. Together with more than 5,000 members and partners from nearly 600 destinations in approximately 15 countries, Destinations International represents a powerful, forward-thinking, collaborative association; exchanging bold ideas, connecting innovative people and elevating tourism to its highest potential.

ABOUT U.S. TRAVEL ASSOCIATION

The U.S. Travel Association is the national, non-profit organization representing all components of the travel industry that generates \$2.4 trillion in economic output and supports 15.6 million jobs. The U.S. Travel's mission is to increase travel to and within the United States. To do this, U.S. Travel advocates for policies that will advance and elevate the industry on the national level, while engaging members with the tools, research and resources needed to influence change at state and local levels.

ABOUT MEETINGS MEAN BUSINESS

Meetings Mean Business is an industry-wide coalition to showcase the undeniable value that business meetings, trade shows, incentive travel, exhibitions, conferences and conventions bring to people, businesses and communities. By rallying industry advocates, working with stakeholders, conducting original research, engaging with outside voices and more, the coalition brings the industry together to emphasize its importance. Comprised of more than 60 members, the coalition was founded in 2009 by the U.S. Travel Association.

This project was funded in part by the Destinations International Foundation.
For more information on the Foundation please visit www.destinationsinternational.org/about-foundation.

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THE WEAPONIZATION OF TRAVEL

Whether for business or leisure, travel was once a question of where to go, when to go and how much to spend. Now, disputes over social legislation have given fuel to some positioning travel as a political act. Where an individual or organization decides to travel or host a future meeting can be a sign of direct support (or critique) of state-based policies.

Travel bans and boycotts have become increasingly popular tools for public officials, corporate leaders and grassroots activists to undermine the passage of controversial legislation. Notable travel bans and boycotts have also occurred in states such as Arizona, Indiana, Mississippi, Missouri, North Carolina, and Texas, impacting the local communities who count on business and leisure travel to sustain themselves.

When a state government bans travel to your destination or a corporation cancels its annual meeting due to a divisive or discriminatory policy, negative impacts can last for years. Few understand this reality better than destination organizations and those employed in the travel industry, who are invested in the success of local communities and are on the front lines of crisis response when a ban or boycott emerges.

To help protect your destination from short-term financial losses and long-term hits to its reputation and sales potential, the Weaponization of Travel toolkit is designed to help destinations assess and proactively address the threat of a travel ban or boycott. This toolkit includes proven approaches for issues management and crisis communications as well as turnkey research-validated messages and materials.

For the purposes of this document, and consistent with industry research, a travel ban is defined as a formal action taken by a business, state or local municipality or other entity to stop travel within its organization to a specific destination. Travel boycotts are defined more broadly as efforts to discourage travel to a target destination.

Travel bans and boycotts cost the state of North Carolina an estimated **\$400 million in lost business.**

—CNBC

Travel boycotts and bans cost Arizona an estimated **\$141 million in lost** meeting and convention-related **revenue.**

—Center for American Progress,
Stop the Conference Report,
November 2010

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OUR RESEARCH JOURNEY

The Weaponization of Travel toolkit follows previous work by Destinations International and the U.S. Travel Association's Meetings Mean Business Coalition to better understand and address the issue through research and resources for industry professionals.

<p>1</p> <p>A detailed audit of the weaponization of travel across five key states: Arizona, Indiana, Mississippi, North Carolina and Tennessee</p>	<p>2</p> <p>A quantitative survey of American travelers to understand awareness, perceptions and impact of travel boycotts and bans on tourism</p>	<p>3</p> <p>Qualitative and quantitative research among meeting & event planners (MEPs) and venue managers to understand awareness, perceptions and impact of travel boycotts and bans on meetings and events</p>
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Due to the damage travel bans and boycotts cause to local economies, jobs and workers, paired with the limited cost to politicians and mixed results in changing policy, the end goal of Destinations International, U.S. Travel and Meetings Mean Business is to diffuse the weaponization of travel and reduce the likelihood that travel bans and boycotts will be used as political leverage in the future.

For more information on the research performed to date, please contact:

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“It’s not at all clear that travel bans and boycotts are ultimately effective at advancing the agendas of their advocates. What is clear is that boycotts have enormous potential for collateral damage — namely to the jobs of travel and tourism workers whose livelihoods depend on visitation to their region.”

– Roger Dow, President and CEO, U.S. Travel

“Beyond holding our industry hostage, which impacts jobs, travel boycotts and bans are by nature counterproductive to the goal of seeking philosophical change because they isolate people instead of bringing them together.”

– Don Welsh, President and CEO, Destinations International

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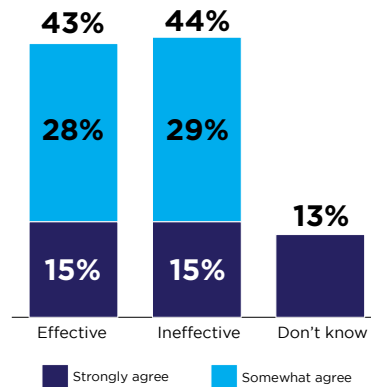
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THE IMPACT OF TRAVEL BANS AND BOYCOTTS

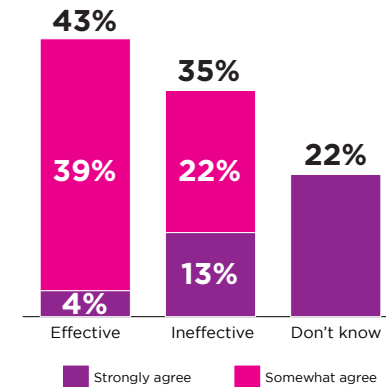
Travel bans and boycotts can have a considerable economic impact, however, their effect on policy is less consistent. In states like Mississippi and Arizona, federal courts, not policymakers, ultimately weighed in on the controversial legislation. In places like North Carolina and Indiana, backlash, particularly those involving large businesses and organizations important to the state's revenue have resulted in formal policy change.

These mixed results are reflected in the attitudes of travelers and MEPs, who are split as to whether boycotts are effective.

U.S. Travelers' Perceived Effectiveness of Travel Weaponization



U.S. MEPs Perceived Effectiveness of Travel Weaponization



Americans agree that travel bans and boycotts cause substantial harm to local businesses and workers.

7 in 10

U.S. travelers agree travel boycotts harm businesses and the hospitality industry.

MEPs agree travel boycotts and bans hurt innocent bystanders - local residents and businesses who rely on the meetings and events industry.

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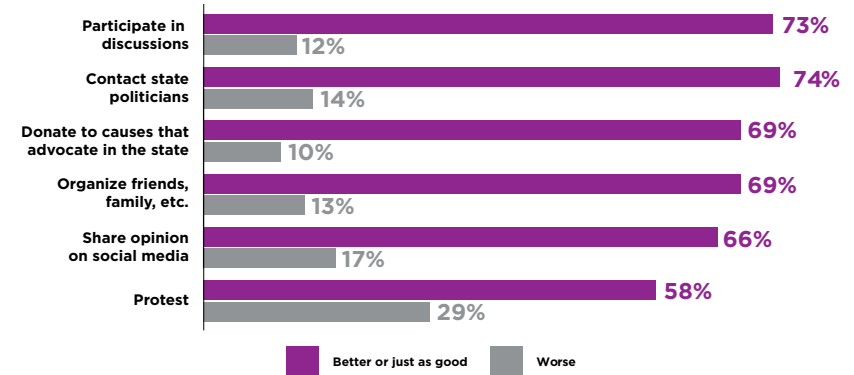
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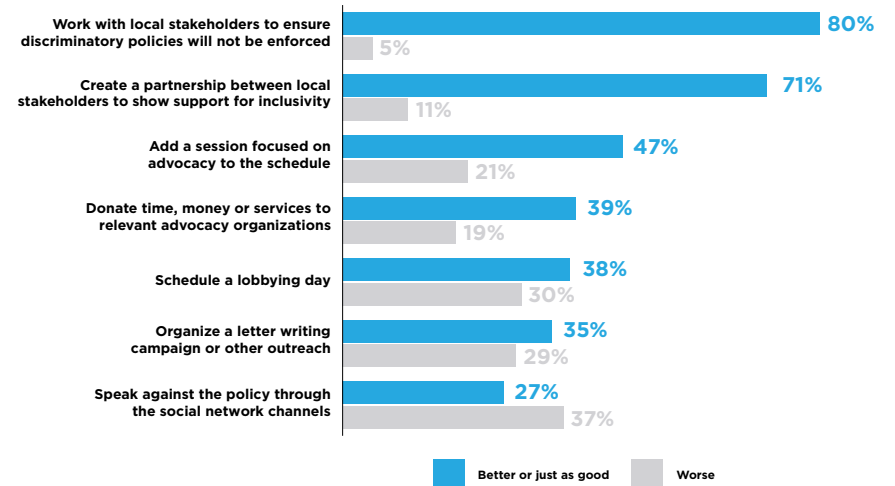
ALTERNATIVES TO TRAVEL BANS AND BOYCOTTS

If it's not clear that the weaponization of travel is effective in changing policy, but does harm local businesses and employees, then are there other options? Both U.S. travelers and MEPs agree there are many viable alternatives to travel bans and boycotts.

U.S. Traveler Attitudes toward Alternatives



MEP Attitudes toward Alternatives



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TOOLKIT COMPONENTS

The toolkit includes a suite of communications resources and best practices that can be localized and tailored for specific groups. They are intended for ongoing outreach before a travel ban or boycott occurs as well as rapid response after one emerges.

The content was developed with destination leaders in mind, including destination organizations, convention and visitors bureaus, tourism boards and venue managers. It draws on feedback and survey research commissioned by Destinations International and U.S. Travel's Meetings Mean Business Coalition in 2017 and 2018.

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POSITIONING YOUR DESTINATION TO WEATHER A CRISIS (cont.)

2. As needed, reach out to stakeholders to:

- Introduce yourself as the contact for your organization and open the lines of communication.
- Ensure that the individual or group understands the benefits and economic impact our industry provides to the surrounding community.
- If it seems a ban or boycott may be on the horizon, send proactive messages that speak to how travel boycotts and bans harm the local economy and residents employed by the travel industry.

3. Select a subset of individuals and organizations who may be willing to serve as third-party advocates for the industry.

- Third-party advocates can include customers, lobbyists and academics. A diverse group of local organizations and supporters is key. Further, a coalition of organizations can be powerful in preventing an issue from taking hold.
- As appropriate, provide your advocates with facts about the industry's value in your destination as well as the broader U.S. economy. Explain the role you envision them playing if a travel ban or boycott arises.

4. Ensure your media plans and processes are up to date.

- Assign roles in advance.
- Develop or update media lists to ensure your outreach is as effective as possible.
- Confirm that all contact information is correct and that you have a spokesperson identified.
- Establish a media intake process that can withstand a high volume of interest in an orderly fashion.
- Determine a media and social media monitoring process so your team can pull and access coverage quickly. As part of this process, identify social media pages that are mostly likely to amplify coverage and influence perceptions of your destination.

5. Discuss external factors that may impact your organization's response, including whether you will launch a public-facing campaign or engage with key decision makers behind closed doors.

- Consider the norms and political sensitivities at play in your destination.
- Talk about stakeholders' expectations of your organization.
- Determine from the onset your desired outcome.

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POSITIONING YOUR DESTINATION TO WEATHER A CRISIS (cont.)

6. Develop a message platform and turnkey materials that are reviewed in advance by leaders in your organization.

- Create a library of talking points and fact sheets with information on the importance of travel and meetings to the community. As appropriate, adapt the content for earned, digital, social and paid media, including a press release, tweets, targeted ads, web copy and email content.
- Leverage key messages and content from this toolkit to avoid starting from scratch.

KEY MESSAGES		
1	2	3
The travel industry is all about hospitality and inclusion.	The travel industry supports local jobs and revenue.	Travel bans and boycotts unfairly hurt the industry and everyone in it.
<p>Key messages:</p> <p>We do not support discriminatory policies nor will we support businesses that enforce them. We are committed to create spaces where attendees feel welcome and safe.</p> <p>Meetings and events are a way to bring people together.</p>	<p>Key messages:</p> <p>One in ten American jobs depends on travel and tourism.*</p> <p>In 2018, direct spending by resident and international travelers in the U.S. averaged \$3 billion a day.*</p> <p>In 2018, \$171 billion in tax revenue was generated for federal, state and local governments.*</p> <p>Each household would pay \$1,340 more in taxes without the tax revenue generated by travel and tourism.*</p>	<p>Key messages:</p> <p>Bans and boycotts impact innocent bystanders, including local residents and small businesses who rely on revenue from meetings and events.</p> <p>There are better ways to influence policy that are less harmful and just as, if not more, effective, such as donating to advocacy groups or using a meeting or event as an opportunity to organize advocacy activities.</p>
Local proof points:	Local proof points:	Local proof points:

* U.S. Travel Association

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POSITIONING YOUR DESTINATION TO WEATHER A CRISIS (cont.)

7. As appropriate, invest in information and tools that will make your organization's response more effective.

- This may include...



MEDIA TRAINING



CRISIS PLANNING



DIGITAL ADVOCACY PLATFORMS

(e.g., a third party grassroots advocacy system or branded dark site)

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STEPS FOR EFFECTIVE CRISIS RESPONSE

Because each destination is unique and requires tailored communications, below is a framework for mobilizing quickly to address a ban or boycott in your community. To determine the type of response that is most appropriate for your organization — be it a public-facing or a closed-door engagement strategy — consider the following:

PRIMARY CONSIDERATIONS

- **Impact to industry**
- **Stakeholder expectations for your organization**
- **Precedent for social advocacy at your organization**
- **Political sensitivities and directives at your organization**
- **Early meeting or event cancellations**

SECONDARY CONSIDERATIONS

- **Media inquiries**
- **Social media traction**
- **Potential backlash from activists, public officials, business leaders or others**
- **Benefits to owning the issue (and taking a stance on the policy)**
- **Pros and cons of partnering with a coalition of state (or national) organizations**

APPROACH	AUDIENCES	ACTIVITIES
<p>Track A</p> <p>Wage a closed-door strategy to resolve the issue quickly and quietly</p> <p>Best for organizations who are unable to engage around the issue publicly; Also preferable for those who do not expect major media attention around the ban or boycott</p>	<ul style="list-style-type: none"> • Industry professionals • Legislators • Business owners 	<ul style="list-style-type: none"> • Industry education • Face-to-face meetings with decision makers in business and government (directly through your organization or indirectly through customer and association lobbyists)
<p>Track B</p> <p>Launch a public-facing campaign or coalition to protect and promote your destination</p> <p>Best for organizations with a history of public engagement, the ability to mobilize industry professionals and strong ties to local business leaders; Also preferable for those who expect national media attention around the issue</p>	<p>Track A audiences +</p> <ul style="list-style-type: none"> • Corporate leaders • General public (including boycotters and prospective visitors) • Media 	<p>Track A activities +</p> <ul style="list-style-type: none"> • Industry mobilization • Statewide coalition and third-party engagement • Multi-channel communications including earned, social and paid media as well as thought leadership and events

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STEPS FOR EFFECTIVE CRISIS RESPONSE (cont.)

Regardless of the approach you choose, it is important to continually assess the effectiveness of your communications and determine what adjustments need to be made. Crisis situations are fluid and can evolve quickly.

Use the following tips for reaching key stakeholders and influencing the debate, regardless of your track.

1. Review your message platform and holding materials.

- Ask yourself: are your key messages still valid and relevant?
- Based on the situation, select one or more research-based alternatives to discourage participation in the ban or boycott and maintain planned travel and meetings:
 - **Contact legislators directly.**
 - **Donate time, money or services to relevant advocacy groups.**
 - **Organize a letter writing campaign or lobbying day.**
 - **Facilitate a discussion, in partnership with other local organizations, on the legislation in question.**
 - **Enlist the help and support of national and international organizations, including Destinations International, the U.S. Travel Association and the International Association of Venue Managers.**
 - **Build a coalition of local partners and stakeholders.**

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STEPS FOR EFFECTIVE CRISIS RESPONSE (cont.)

2. Contact priority stakeholders.

- Reach out to industry professionals and allies in the business community to make them aware of the issue.
- Solicit stories and identify faces of travel (e.g. individuals employed by the industry and directly impacted) that can be used to make the issue tangible for other audiences, including public officials.
- Provide clear calls to action for each audience (e.g., call, tweet or email legislators, sign a letter from local business leaders, join a statewide coalition to address the issue, etc.)
- Selectively engage other stakeholders (face-to-face or virtually), using your message platform and holding materials, including meeting and event planners.

3. Begin monitoring media coverage and commentary.

- Include social media channels such as Facebook and Twitter as well as local blogs.

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STEPS FOR EFFECTIVE CRISIS RESPONSE (cont.)

If on track B, build off steps 1 through 3...

4. Finalize a statement for use with local media (and national media, if appropriate).

- An effective statement in a time of crisis should do three things: acknowledge the crisis and express concern for those affected by it; state the actions the industry is taking to address any potential concerns within its control; and put the crisis in context and reinforce your key messages.

5. Respond to media inquiries in order of priority.

6. Continue to reach out to key stakeholders, including media, to ensure they are up-to-date on the incident and understand you are a subject matter expert.

- Follow-up with reporters to correct any errors and ensure your messages remain part of the dialogue.
- Work to arrange interviews with priority media outlets and place Letters to Editor (LTEs).
- Reinforce positive messages around the industry's impact on local economies.

7. Amplify your outreach via third-party advocates and online.

- For the latter, use social media, targeted digital ads and video content to showcase what's at stake and crowdsource stories about the local industry impact. If you are working with a local coalition, cross-promote resources across multiple communications channels and consider launching a dedicated website to reach local influencers and the general public.

This information tracks to recommendations in U.S. Travel's broader Crisis Readiness and Response guide, [available for members here](#).

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TALKING POINTS FOR COMMUNICATIONS AND OUTREACH

The following messages can be tailored for the media, business leaders and public officials. The messages are designed to reinforce the direct impact of travel bans and boycotts on individuals in your community. To the extent possible, your organization should marry them with real people and real stories collected from industry professionals and local businesses.

- Our industry is all about **hospitality and inclusion**.
 - **We do not support discriminatory policies** nor will we support businesses that enforce them. We are committed to create spaces where attendees feel welcome and safe.
 - Meetings and events are a way to **bring people together**.
- **One in 10 jobs depends on travel and tourism** in the United States, generating billions of dollars of revenue and supporting communities across the country.*
 - In 2018, **direct spending by resident and international travelers in the U.S. averaged \$3 billion a day, \$124.3 million an hour, \$2.1 million a minute.***
 - In 2017, face-to-face meetings and business travel, including conferences, conventions and exhibitions, **contributed \$446 billion in GDP to the U.S. economy and \$104 billion in federal, state and local tax revenue.****

*U.S. Travel Association

**Events Industry Council

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TALKING POINTS FOR COMMUNICATIONS AND OUTREACH (cont.)

- In [\[insert destination name\]](#), [\[insert number\]](#) jobs in our community are dependent on meetings and events.
- When travel and meetings are cancelled, people working in our industry are unfairly caught in the crosshairs. [\[Cite example of cancellation and its economic impact\]](#)
- **Professionals in our industry are some of the first to feel the impact**, as their hours are cut due to lower occupancy rates or reduced dining reservations.
- **Local businesses may see significant revenue losses** not only when a ban or boycott is initially imposed, but also if it persists.
- There are **better ways to influence policy** that are less harmful and just as, if not more, effective, such as donating to advocacy groups or using a meeting or event as an opportunity to organize advocacy activities.
- Longer term, in order for [\[insert destination name\]](#) businesses to continue to compete for top talent, **our workplaces and communities must be diverse and welcoming for all people.**

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BEST PRACTICES FOR ENGAGING PUBLIC OFFICIALS

According to [research](#) commissioned by the Destinations International Foundation and supported by PCMA's Education Foundation, travel and tourism boards are viewed as a trusted source of information by Democrats and Republicans alike. The following best practices can help your destination discourage the use of travel bans and boycotts as advocacy tools and potentially, obtain a desirable policy outcome for your community.

- **Understand the triggers and implications for public officials in your destination.**
 - Typically, travel bans and boycotts emerge in response to social policies when one party is in power. The odds increase when the policies target the rights of minority groups within a state and when national political figures insert themselves into local issues for political play and take a stance on the legislation.
 - Public officials may see an opportunity to get involved by banning official travel to these states. Large companies and activist organizations may also vocalize their opposition in an effort to pressure state legislators. Both measures are very effective in drawing media attention and social media support.
- **Leverage existing relationships with legislators and staffers.**
 - When preparing your destination to weather a crisis, determine if relationships with important legislators and staffers live within your organization or an aligned third-party (e.g., a customer or local business association lead). Avoid being caught flat-footed if a crisis occurs.
- **Organize private meetings with legislators.**
 - To start, focus on state and local officials who are most critical to the issue and most likely to receive your messages positively. Expand your outreach quickly if the issue becomes the focus of national attention.

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BEST PRACTICES FOR ENGAGING PUBLIC OFFICIALS (cont.)

- **Ensure legislators are aware of the economic impacts unfavorable legislation could have on their constituents.**
 - Aggregate applicable data from your destination or a national-recognized research organization. To the extent possible, include hard numbers in your talking points and other outreach materials, even if they are projections. This includes tax revenues generated from travel and tourism and the household savings that result.
 - Cite examples of negative economic impact such as canceled meetings or a decrease in RFPs.
- **Humanize the issue with names and faces.**
 - To accomplish this, urge those in the industry to lend their voice to this effort by sharing their stories with your organization and/or by contacting their representatives via phone, email or social media.
- **Partner with legislators to carry messages about the consequences of bans and boycotts forward.**
 - These individuals can be helpful to apply pressure privately. In some circumstances, it can also include more public-facing activities (e.g., co-authored op-eds, quotes, video testimonials, quotes, press statements, etc.). For the latter group of activities, carefully consider the politics at play, locally and nationally.

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BEST PRACTICES FOR ENGAGING MEETING AND EVENT PLANNERS

A new survey by the Destinations International Foundation and Meetings Mean Business Coalition reveals several insights for engaging meeting and event planners (MEPs). Although MEPs are more likely than others to understand the potential impacts of a travel ban or boycott, many are hesitant to fight for keeping a meeting or event in a targeted location. The following best practices can help dissuade MEPs from participating in or inadvertently perpetuating a travel ban or boycott in your destination.

- **Don't wait to offer counsel or support.**

- MEPs consider destination organizations a trusted resource. Most do not feel prepared to handle a boycott or ban, and may look to your organization for guidance on responding to the media; communicating with meeting and event attendees; managing expectations internally; and engaging with public officials.
- Reach out early and often to ensure the lines of communication are open, the alternatives to waging a ban or boycott are well understood and so that the MEPs feel supported.

- **Emphasize safety and security.**

- MEPs are generally optimistic about the growth of our industry, but many are concerned about safety and security at their meetings and events. Naturally, this impacts their views on boycotts and bans. When asked why they avoid targeted destinations, several cite making attendees feel safe is nonnegotiable.
- By reinforcing the safety and security measures in place (or being added), not only do you address their concerns; you also give them information they can pass on to their attendees, including that the meeting will be a welcoming and accepting environment.

- **Provide viable alternatives, but don't demand advocacy.**

- The best viewed alternatives are those that work with meeting stakeholders to ensure discriminatory policies aren't enforced and that support for inclusivity will be demonstrated. For some MEPs, adding a session on advocacy for interested attendees is something to consider, but more aggressive activities like scheduling lobbying days or using social network channels to speak against the policy are polarizing.

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TEMPLATE LETTER TO THE EDITOR

The following letter to the editor (LTE) can be used to respond to articles that mischaracterize the consequences of travel bans and boycotts, by a leader in your organization or a third-party advocate. It should not be used to address coverage only focused on the policy, so as not to wade into peripheral conversations or generate unwarranted backlash.

TO THE EDITOR:

Re: [\[insert headline in quotes and the date of article to which you are replying\]](#)

Calling for travel bans or boycotts to fight legislation viewed as discriminatory is the wrong approach. When meetings are cancelled, you unfairly hurt people in the travel industry. In [\[insert destination name\]](#) alone, more than [\[insert total\]](#) people count on business and leisure travel to sustain themselves.

As a [\[insert occupation: i.e., restaurant owner, hotel manager, venue caterer\]](#) in [\[insert destination name\]](#), I see firsthand how workers of the hospitality industry are some of the first to feel the impact of travel bans or boycotts. Lower occupancy rates at hotels and fewer dining reservations mean that hard-working men and women get smaller paychecks and many small business owners struggle to keep their doors open.

The travel industry is founded on hospitality and made up of many of the communities's most welcoming and inclusive individuals. Using the livelihoods of these people as a tool to fight legislation viewed as discriminatory is misguided.

We want the opportunity to welcome all visitors to our great [\[insert destination name\]](#). Instead of taking out their frustration with the [\[insert destination name\]](#) legislature in this way, we invite critics of the policy to come visit and allow us to show them the true character of this great [\[insert destination name\]](#).

Signed,

[\[Insert name, title, address, phone number\]](#)

BACKGROUND

- The Weaponization of Travel

TOOLKIT COMPONENTS

- Positioning Your Destination to Weather a Crisis
- Steps for Effective Crisis Response
- Talking Points for Communications and Outreach
- Best Practices for Engaging Public Officials
- Best Practices for Engaging Meeting and Event Planners
- Template Letter to the Editor
- [Sample Tweet Sheet](#)
- Sample Print Ads

SAMPLE TWEET SHEET

The following social content, optimized for Twitter, can be used to engage the general public, including those who may be supporting a travel ban or boycott without fully understanding the impact. The posts can be paired with photos of industry professionals who are impacted as well as a branded hashtag if applicable. As appropriate, they can also be directed to specific stakeholders, including third-party advocates and public officials.

- Travel bans and boycotts unfairly hurt the #travel industry and everyone it in.
- The #meetings industry supports:
 - thousands of jobs
 - billions in revenue
 - communities like ours
- #DYK? In [\[insert destination name\]](#) alone, more than [\[insert number\]](#) jobs are dependent on meetings and events.
- In [\[insert destination name\]](#), [\[insert number\]](#) meeting attendees were welcomed last year.
- Passing #legislation that's viewed as discriminatory has unintended economic consequences on our community.
- Event cancellations unfairly hurt the #travel industry that's founded in hospitality + inclusion.
- Hospitality + inclusion = pillars of the #travel industry, unfairly targeted by travel bans and boycotts.
- Travel bans + boycotts hurt hospitality employees whose hours are cut due to less patrons at restaurants or hotels.
- In order for [\[insert destination name\]](#) businesses to compete for top talent, our workplaces must be diverse + welcoming.

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SAMPLE PRINT ADS



**DON'T TAKE IT OUT ON
JOHN.**

“ I truly enjoy coming to work every day and helping all of our guests. But, when occupancy is down, my hours get cut, and so does my paycheck. These bans are punishing the individuals that care most about hospitality.”

The travel industry in North Carolina is made up of more than 200,000 people like John. As an industry we are all about hospitality and inclusion. Travel bans and boycotts unfairly hurt the travel industry and everyone in it.

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**DON'T TAKE IT OUT ON
CYNTHIA.**

📍

“ I opened the Starlight Bed and Breakfast in Charlotte, North Carolina six years ago. At times, it's hard running a business. But the travel bans and boycotts make it even harder to keep our doors open. ”

The travel industry in North Carolina is made up of more than 200,000 people like Cynthia. As an industry we are all about hospitality and inclusion. Travel bans and boycotts unfairly hurt the travel industry and everyone in it.

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SAMPLE PRINT ADS



**DON'T TAKE IT OUT ON
MICHAEL.**

“ I love my restaurant and I love my customers, most of which are tourists. These travel bans and boycotts drive away customers here in Raleigh. Without them, my paycheck and even my job might disappear.”

The travel industry in North Carolina is made up of more than 200,000 people like Michael. As an industry we are all about hospitality and inclusion. Travel bans and boycotts unfairly hurt the travel industry and everyone in it.