



BUSINESS LEADERS SOCIAL MEDIA GUIDE

To accelerate the return of business travel, meetings and events, it is essential to reach the business community—those driving the decision-making on company policy around travel. After a year of zoom meetings and touchpoints, resuming face-to-face meetings will be essential to building business back.

The messages below emphasize the competitive advantage businesses have by resuming in-person business travel and meetings. **Use the copy and graphics to drive home the importance of professional meetings and events to business performance, employee engagement and job fulfillment.**



Business Leaders Messaging

Leverage your leadership's LinkedIn following to post about the importance of getting back to face-to-face meetings to their network. Encourage other business leaders to resume in-person meetings and events and share a personal perspective from your organization or destination.

Lead by Example: Executives Can Play a Critical Role in Reviving Business Travel

After more than a year of Zoom calls, mute button issues and virtual meetings, I think we are all in agreement: there is nothing like an in-person, face-to-face connection.

In-person professional meetings and events (PMEs) are more productive and meaningful and are critical to forming business-building relationships. Despite these benefits, business travel is making a sluggish recovery, far slower than that of the domestic leisure travel segment. In fact, it is expected that corporate travel, professional meetings, conventions and events are expected to take four years or more to recover.

This is particularly alarming when you consider that, despite accounting for just 20% of total trip volume pre-pandemic, business travelers account for 40-60% of lodging and air revenue. Evidently, a full recovery of the travel economy is simply not possible without the return of business travel.

That is why the industry is turning our focus to the next chapter of the Let's Go There initiative: [Let's Meet There](#). This next phase will seek to elevate the value of in-person PMEs and advocate for updated guidance differentiating these meetings from other informal, large gatherings.

As business leaders, it is crucial that we lead the charge back to planning and attending meetings—and importantly, we need to motivate our employees to resume traveling, too. Encouraging our teams to seize the competitive advantage and begin traveling again is vital to reestablishing connections and reinvigorating our businesses. [\[Share a recent story about your first in-person meeting: anecdotes you heard from others, how productive the meeting was, how good it was to see colleagues, etc.\]](#)

There is a great deal at stake. In 2019 alone, nearly 500 million business trips were taken in the U.S, with \$348 billion in spending supporting 2.5 million American jobs. That productivity was all but extinguished last year, with the U.S. seeing a decline of more than \$200 billion in direct business travel spending, leading to the loss of nearly 1.5 million jobs and \$28.8

billion in tax revenue. Here in [your city], [share how the decline in business travel is affecting your market. For example, convention center district hotels remain closed.]

There is much work to do, but I believe business leaders can play a key role in leading this sector back to growth. [Share an example of what you are doing: I have X trips planned and our annual meeting is booked for X date.]

I look forward to continuing working with our partners, and hope to see all of my industry colleagues—in-person—very soon.

Messaging for Facebook and Twitter

For Business Leaders

Use the sample copy below, or use your own to encourage the resumption of face-to-face meetings, emphasizing the competitive advantage of early movers. Along with **#LetsMeetThere**, you can also use **#MeetingsMeanBusiness** in your posts.

- Companies and industries that continue to invest in business travel—despite economic downturns—generally experience greater growth and increased profits in the long-run. Find out more at LetsMeetThere.travel **#LetsMeetThere**
- According to business travelers, in-person meetings are twice as likely to convert prospects to customers than without one. It's time to get back to business. Find out more at LetsMeetThere.travel **#LetsMeetThere**
- Six in 10 business travelers believe that increased spending on business travel has a positive impact on company revenue and profitability. Find out more at LetsMeetThere.travel **#LetsMeetThere**
- Face-to-face meetings offer competitive advantages through relationship building and knowledge transfer that cannot occur during virtual meetings. Don't get left behind. It's time to get back to business. LetsMeetThere.travel **#LetsMeetThere**



- Restrictive government and company policies are the top barriers to resuming business travel – not employees' unwillingness. Find out more at LetsMeetThere.travel **#LetsMeetThere**
- Virtual meetings and events can't provide the same type of interactive and interpersonal opportunities that come from in-person meetings and events. Don't get left behind. Let's get back to business at LetsMeetThere.travel **#LetsMeetThere**

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