



Destination Day Competition Sponsored by Tinybeans

This year, let's turn up the volume on your team pride at U.S. Travel's ESTO. Get ready for a bigger-than-ever Destination Day 2023 on Monday, August 21—a long-time ESTO favorite for destinations and states to show off their spirit and branded swag.

Our all-new Destination Day competition, sponsored by Tinybeans, will shine a spotlight on the teams behind their destination's marketing prowess, awarding one DMO and one state complimentary ESTO 2024 registration for two (2) attendees, plus all-important bragging rights for the year to come.

Entering is Easy:

- 1) *Let us know you plan to participate by Monday, August 14:* Shoot us an email at **ESTODestDay@ustravel.org** by Monday, August 14 so we can add you to the list and track your participation onsite.
- 2) *Give us a Follow:* Make sure your DMO or state Instagram page is following both **@ustravel** and **@tinybeanskids**.
- 3) *Start Planning Your Brand Splash:* Coordinate in advance and plan for your whole team to **show up in your best branded gear on Monday, August 21.**
- 4) *Post a on Instagram by 3:00 p.m. on Monday, August 21:* Show your team spirit on social and **share a group photo in your branded gear on your DMO or state's Instagram story or page by Monday, August 21 at 3:00 p.m. Be sure to tag @ustravel and @tinybeanskids and use #esto23 and #destinationday23 in your post.**

Bonus points will be awarded to teams with the most creative group photo and/or the most creative branded gear.

Note: Must post by 3:00 p.m., tag both handles and use both hashtags to be eligible.

- 5) *Drum Roll...:* The ESTO team will **announce one DMO and one state as the winners of Destination Day 2023 from the ESTO mainstage** during post-lunch presentations on Tuesday, August 22.