

U.S. Travel's

esto
Columbus



DESTINATION DAY COMPETITION

SPONSORED BY HOPPER

Ignite your team's pride at U.S Travel's ESTO! Prepare to spark new inspiration at Destination Day 2024 on Monday, August 12—a long-time ESTO tradition for destination and states to show off their spirit and branded swag.

Our popular Destination Day competition, sponsored by Hopper, **will shine a spotlight on the teams behind their destination's marketing prowess**, awarding one DMO and one state complimentary registration for two (2) attendees to ESTO 2025, plus all-important bragging rights for the year to come.

ENTERING IS EASY:



LET US KNOW YOU PLAN TO PARTICIPATE BY MONDAY, AUGUST 5: Shoot us an email at estodestday@ustravel.org so we can add you to the list and track your participation onsite.



GIVE US A FOLLOW: Make sure your DMO or state Twitter handle is following both [@ustravelesto](#) and [@Hopper](#).



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 12**.



POST ON X/TWITTER BY 2:00 P.M. ON MONDAY, AUGUST 12: Show your team spirit on social and tweet out a group photo in your branded gear on your DMO or state's handle by Monday, August 12 at 2:00 p.m. Be sure to tag [@ustravelesto](#) and [@Hopper](#) and use [#ESTO24](#) and [#destinationday24](#) 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 2:00 p.m., tag both handles and use both hashtags to be eligible.



DRUM ROLL...: The ESTO team will announce **one DMO and one state as the winners of Destination Day 2024** from the ESTO mainstage during post-lunch presentations on Tuesday, August 13.