

DESTINATION DAY 2025

TELL YOUR
DESTINATION'S STORY
MONDAY, AUGUST 18

SPONSORED BY



Destination Day returns to U.S. Travel's ESTO with more energy, creativity and competition. This is your moment to show off what sets your destination apart through memorable swag and bold team spirit.

This year, we're looking for the unexpected. With Atlas Obscura as our sponsor, we want to see the side of your destination that sparks curiosity and sticks with visitors long after they depart. We want to know:

What's the one story about your destination you want people to walk away with?

Bring that to life in your photo to win bragging rights, a complete set of Atlas Obscura books and two complimentary registrations to ESTO 2026—plus the admiration (and envy) of your peers.

What's at Stake?

One **DMO** and one **State** will be crowned the 2025 Destination Day champions, earning:



- **Two (2) complimentary registrations** to ESTO 2026
- Signed copies of four **(4) best-selling Atlas Obscura books**
- Bragging rights for the year to come
- Recognition in post-event wrap-up email

How to Enter

1

SIGN UP BY AUGUST 8

Signal your participation! Send a carrier pigeon (or, more practically, an email) to **estodestday@ustravel.org** to get your team on the list.

2

FOLLOW U.S. TRAVEL AND ATLAS OBSCURA ON INSTAGRAM

Join our expedition online: Follow **@ustravel_association** and **@atlasobscura** on Instagram. You never know what hidden gems you'll find.

3

DRESS TO IMPRESS:

On **Monday, August 18**, come to ESTO dressed to show off what makes your destination unique. Think beyond your brand logo and incorporate elements that highlight the truly distinctive, cool, unusual or iconic aspects of your region.

4

STRIKE A POSE:

Snap a group photo of your team in full regalia. Post it to your DMO or State's Instagram story for the world (and fellow explorers) to see—**tagging U.S. Travel and Atlas Obscura**.

5

HIT "POST" BEFORE THE DEADLINE:

Get your Instagram story up by **2:00 p.m. on Monday, August 18** so your story can be seen, celebrated and considered for the prize.



BONUS POINTS

Film a 5-15 second video of a teammate talking about their favorite Atlas Obscura-worthy spot in your destination. The quirkier, the better. Post this as an addition to your group photo on Instagram stories for a better chance to claim this year's title.

BE SURE TO

TAG
@USTRAVEL_ASSOCIATION
@ATLASOBSCURA

USE HASHTAGS
#ESTO2025
#DESTINATIONDAY25
#ATLASOBSCURA

Posts using
#DestinationDay25 may
be featured on our onsite
Walls.io social wall!