

IDEAS THAT TRAVEL

SOCIAL MEDIA GUIDE

We're excited that you'll be joining us for
U.S. Travel's ESTO 2025, August 17-19 in Phoenix!

Share on Social

Let your network know you're attending the premier conference for destination marketing professionals by using the sample posts and graphics below to share your excitement.

DOWNLOAD THE GRAPHIC



I'm heading to Phoenix this August for
@U.S. Travel Association's #ESTO2025!
I can't wait to reunite with top destination
marketers for three dynamic days
of immersive learning and curated
networking. Will I see you there?
esto.ustravel.org/registration

Excited to be attending **@U.S. Travel Association's #ESTO2025** in Phoenix.
I look forward to the premier conference
for destination marketing professionals
every year and this August, I am particularly
interested in diving into **[mention a specific topic or session you're interested in]**.
Can't wait to connect with my peers!
esto.ustravel.org/registration

I'm attending **@U.S. Travel Association's #ESTO2025** with **[Organization Name]**.
I can't wait to leave with Ideas That Travel—
including fresh insights, future-focused
strategies and meaningful connections
to implement as soon as I get home.
Who else is planning to be there?
esto.ustravel.org/registration



First Time at ESTO? This post is for you:

This is my first year attending @U.S. Travel Association's ESTO, and I couldn't be more excited! I'm looking forward to connecting with destination marketing leaders, learning from bold content and bringing home Ideas That Travel at #ESTO2025. If you see me in Phoenix this August, please stop by and say hello! Want to join me? Register here: esto.ustravel.org/registration

ESTO Guru? Share your experiences:

I've attended @U.S. Travel Association's ESTO for [insert number of years]—and #ESTO2025 in Phoenix is shaping up to be one of the best yet. From immersive learning to future-focused strategy, this event always delivers the ideas and energy to take my career and destination to the next level. Can't wait to reconnect with this incredible community. Will you be joining me? esto.ustravel.org/registration

DOWNLOAD THE GRAPHICS

Customize your post with your own photo:

This year we've created social graphics that can be used with your own headshot or image. Log in to Canva, add your photo and then download and post.

[Link to download/edit](#)



ENGAGE WITH US

USE THE HASHTAG:
#ESTO2025

TAG U.S. TRAVEL ASSOCIATION:

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