

What is National Plan for Vacation Day?

- National Plan for Vacation Day (NPVD), celebrated on the last Tuesday in January, is a day to encourage Americans to plan their vacation days for the **whole** year at the **start** of the year—and inspire them to use those days to travel the USA.
- This year's National Plan for Vacation Day is **January 25**.
- National Plan for Vacation Day helps highlight the importance of taking time off to travel—both for our personal health and wellbeing and for the overall economic prosperity of our nation.

What is the purpose of having a day centered around planning?

- Since 2015, when the travel industry and partners began tracking American vacation usage, survey findings have continuously shown that vacation days are not being used—negatively affecting health, relationships and companies.
- The most recent survey data also found that more than two-thirds of American workers feel at least moderately burned out.
- National Plan for Vacation Day aims to inspire more Americans to take time off and use those days to travel.

Who joins NPVD?

- Unifying behind a shared hashtag **#PlanForVacation** that propels a national conversation, we have seen exceptional engagement year-after-year.
- During NPVD 2021, more than **7,000 organizations** shared **11,000 posts** across all social platforms to generate **90 million** impressions.
- Destinations and travel brands are heavily involved, though the federal government, members of Congress, sport teams and consumer brands have also joined in.
- Each year, top media outlets also spotlight vacation usage research and travel inspiration further elevating our collective message.

How do you engage with NPVD?

- Each year, U.S. Travel develops an industrywide toolkit that includes useful resources to prepare for and help celebrate NPVD.
- Resource materials are primarily guided by an annual survey to employed Americans who earn paid time off, conducted by Destination Analysts, that compiles average number of unused days, how Americans like to use their time off and how using time off to travel can benefit the health and wellbeing of Americans.
- Research findings and toolkit materials can be used in outreach to local media, email marketing, internal communications, social media campaigns and more.

VACATION PLANNING WORKS

- The three-quarters of Americans who planned out their paid time off for the year were more likely to use their paid time off to travel in 2021
- 53% of planners anticipate traveling more in 2022 versus 27% of non-planners
- More than nine in 10 (91%) Americans say it is important to use their paid time off to travel
- Close to eight in 10 (79%) Americans believe vacations are important to their overall health and well-being

Source: Destination Analysts, 2021