

Battle the Burnout Blues

Need a vacation? You're not the only one.

The stress of living with the pandemic for nearly two years has taken a toll on workers' mental health. According to a study from Destination Analysts, more than two-thirds (68%) of American workers feel at least moderately burned out and 13% are extremely burned out.

This [National Plan for Vacation Day](#), the U.S. travel industry is doing its part to combat the burnout blues by encouraging Americans to plan all of their days off for the year at the beginning of the year. We're joining organizations across the country to share tips, planning resources, destination ideas and other incentives for Americans to get the most out of their earned time off. If you need some vacation inspiration, check out [\[INSERT YOUR ORGANIZATION'S RESOURCES, DEALS, ETC.\]](#)

Take some time on January 25 to dream of—and plan for—brighter days.

Change of Scenery

Americans have a vacation deprivation issue.

American workers left an average of more than four days or 29% of their paid time off on the table last year, but the majority of Americans (64%) say they desperately need a vacation.

To address this issue and encourage Americans to map out their travel plans for the rest of the year, the U.S. travel industry is celebrating [National Plan for Vacation Day](#) on January 25 with tips, planning resources, destination ideas and other incentives for Americans to get the most out of their earned time off.

It's your vacation time: **make sure you use it.**

Health and Well-being

Ah, that feeling of vacation bliss—when you can truly unwind, unplug and relax.

For so many of us, that feeling seems like a distant memory. The pandemic has caused us to largely put vacation planning on the back burner, despite the fact that close to eight in 10 (79%) Americans believe vacations are important to their overall health and well-being (Destination Analysts).

Chances are you've been carrying a heavy load. Break free from burnout and this [National Plan for Vacation Day](#), let's do something to give ourselves a lift—ignite that spark we get from the "booking confirmation" page. On January 25, let's take time to plan *all* of our time off for the year at the *start* of the year.

And if you need some inspiration, check out [\[INSERT YOUR ORGANIZATION'S RESOURCES, DEALS, ETC.\]](#)

The following two posts are examples of content that your organization's leader/CEO could post leading up to and the day of for NPVD.

Vacation: A Good Business Strategy

The American job market is changing (see: the Great Resignation).

As companies struggle to hire and retain workers, one of the most important—and often overlooked—employee benefits is paid time off.

Nearly 70% of U.S. workers agree that their ability to take vacations is an important factor in keeping them in the workforce. Vacation isn't just crucial to our mental health and well-being—it's vital to the American economy.

[INSERT ORGANIZATION] recognizes the power of travel and taking vacation, and that's why on National Plan for Vacation Day (January 25), [INSERT ORGANIZATION] is encouraging all of our employees to plan all of their time off for the year at the start of the year.

We are also [INSERT ADDITIONAL WAYS YOU ARE ENCOURAGING YOUR EMPLOYEES TO TAKE THEIR PTO AND RECHARGE].

Vacation: A Good Business Strategy

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[INSERT ORGANIZATION] is excited to support **National Plan for Vacation Day (NPVD)**, the annual day for Americans to plan their vacation for the entire year at the start of the year.

It's so important for our team to know we value the benefits of vacation. So, I'll be leading by example—today, for **National Plan for Vacation Day (NPVD)**, I planned a vacation for [INSERT MONTH, LOCATION, DETAILS, ETC.—I.E. JUNE TO VISIT FAMILY IN WASHINGTON, D.C. / A CAMPING TRIP WITH MY SON THIS SUMMER].

Source: Destination Analysts, 2021

Methodology: This research is based on an online survey of employed Americans distributed to the Dynata Business Professionals Panel, one of the largest in the world. Survey respondents must have worked at least 20 hours a week at a company that employed at least two people and earned paid time off in 2021. The survey was fielded December 6th – December 17th, 2021. In total, 1,200 completed surveys were collected.