



POWERED BY U.S. TRAVEL

JANUARY 25, 2022

HOMEPAGE TAKEOVER GUIDE



National Plan for Vacation Day (NPVD) will take place on **January 25, 2022**.

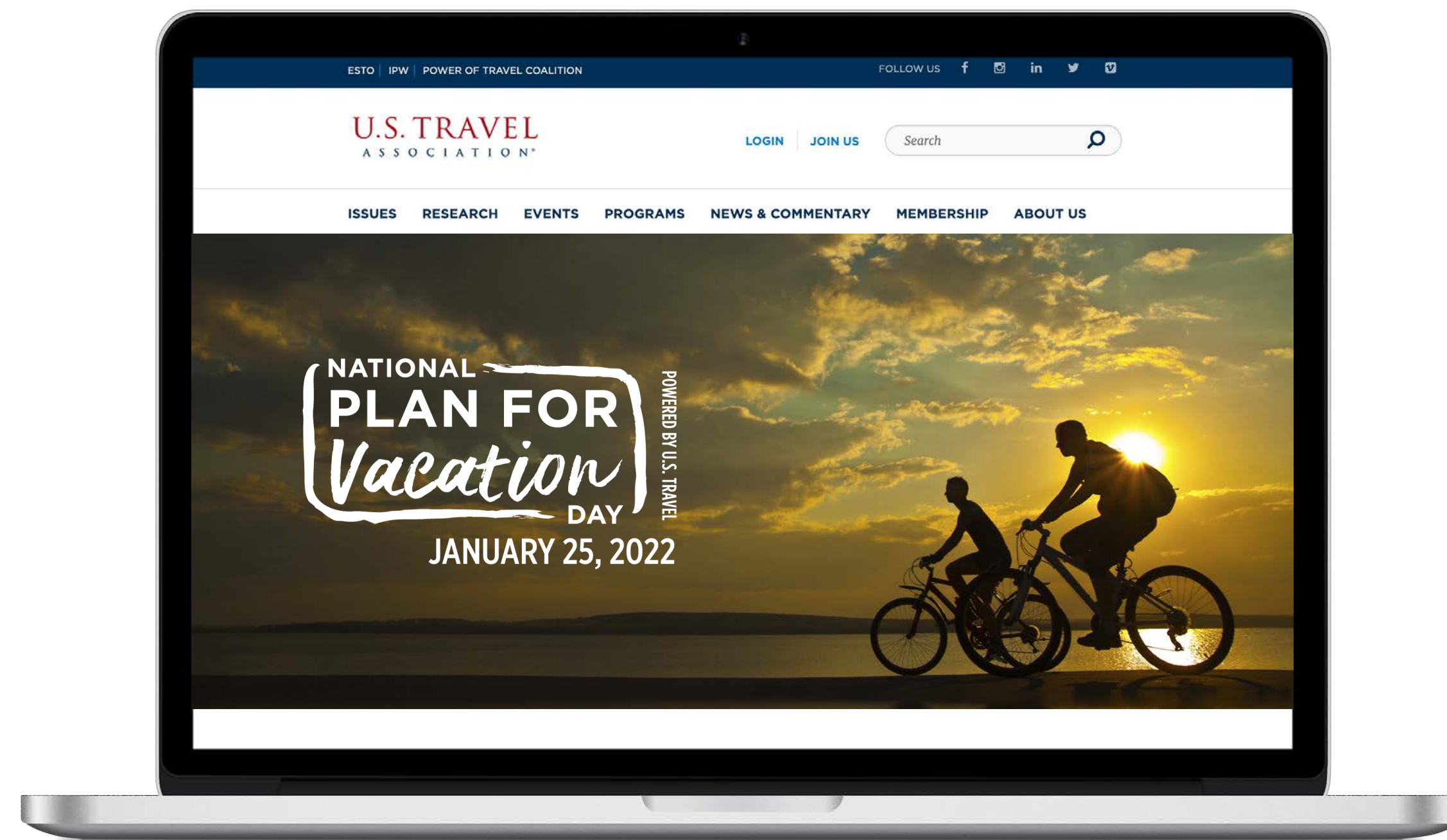
You can join the national event by featuring inspirational travel imagery on your website homepage, helping to display unity across the industry and highlighting the importance of taking time off to travel.





If your website features a **hero photo** or **image slider**...

Spotlight **National Plan for Vacation Day** branding with travel-centered imagery at the top of your landing page.

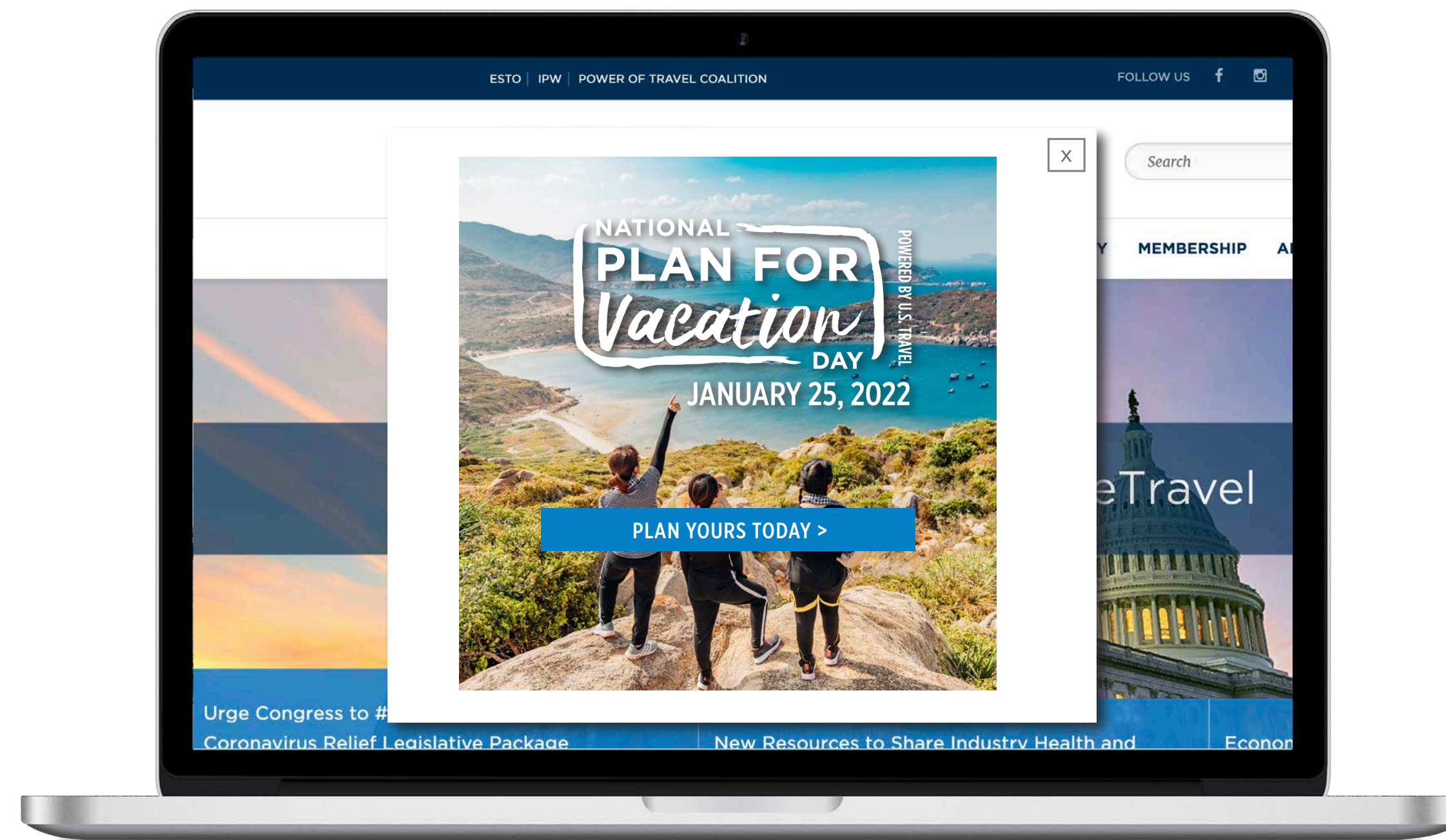


DOWNLOAD THE **NATIONAL PLAN FOR VACATION DAY** LOGO >

If your website is built for **temporary popup messages** (or splash page)...

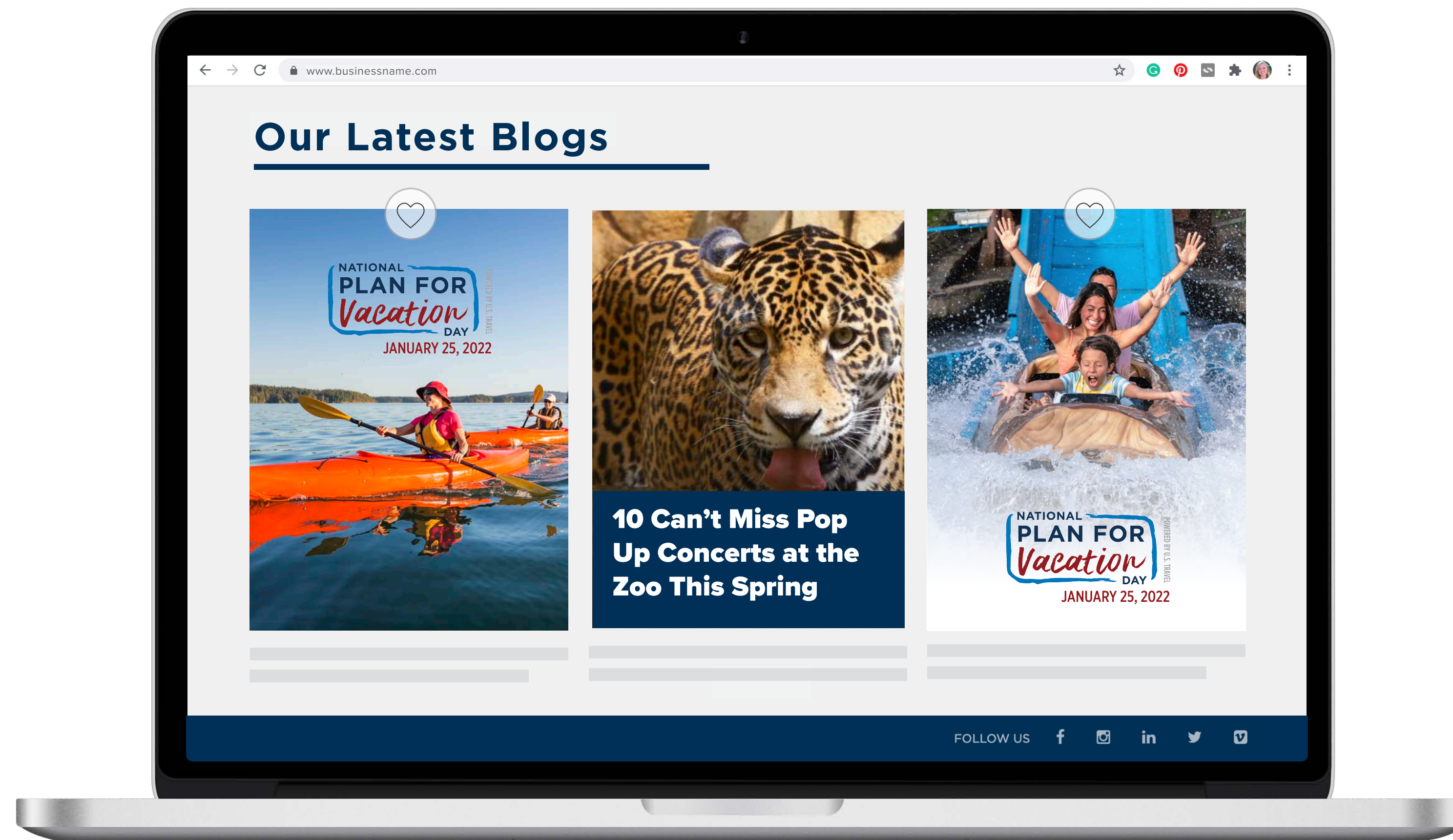
Create a splash page with imagery featuring the **National Plan for Vacation Day** logo.

- Check out: [How to create a splash page](#) (via Wix.com)



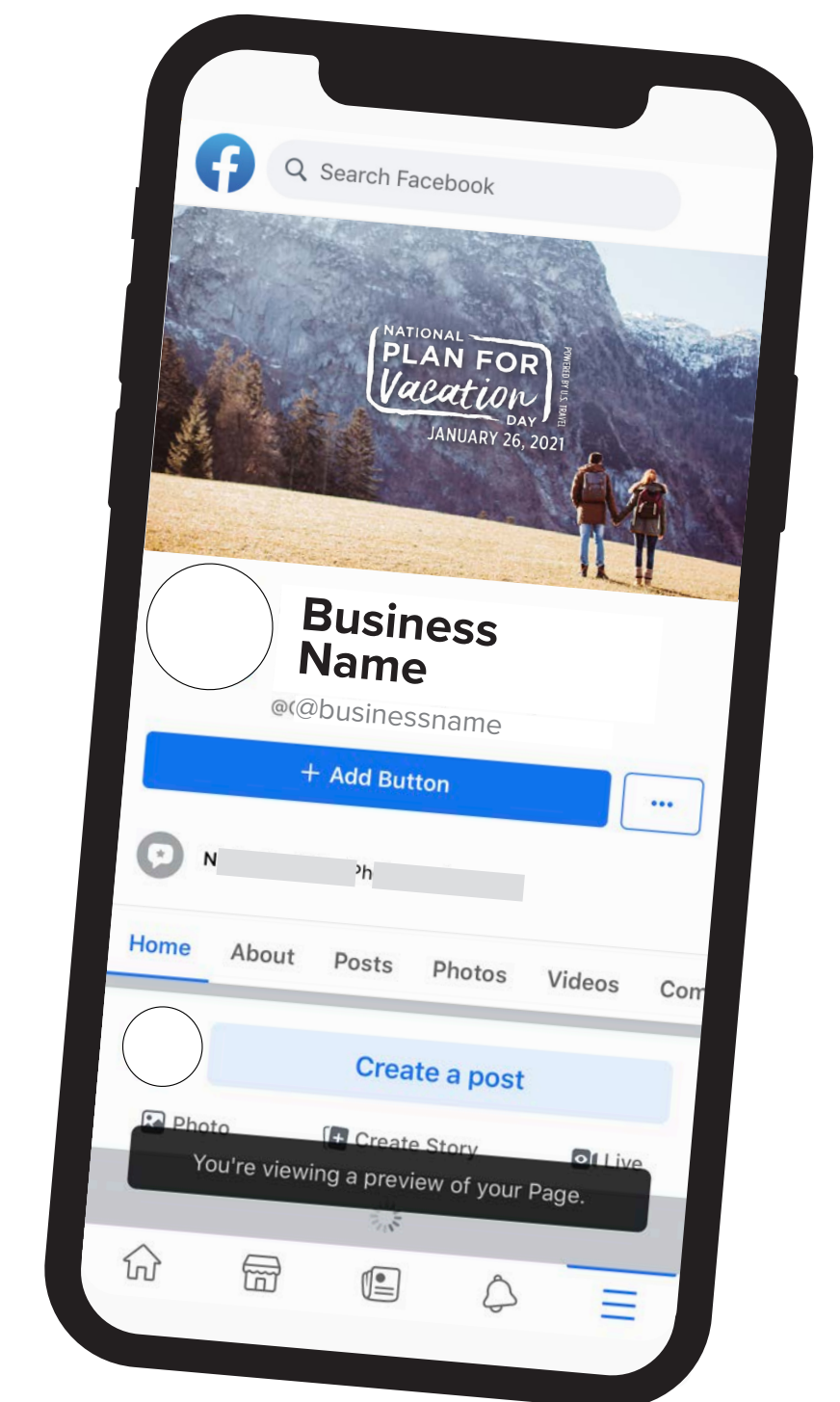
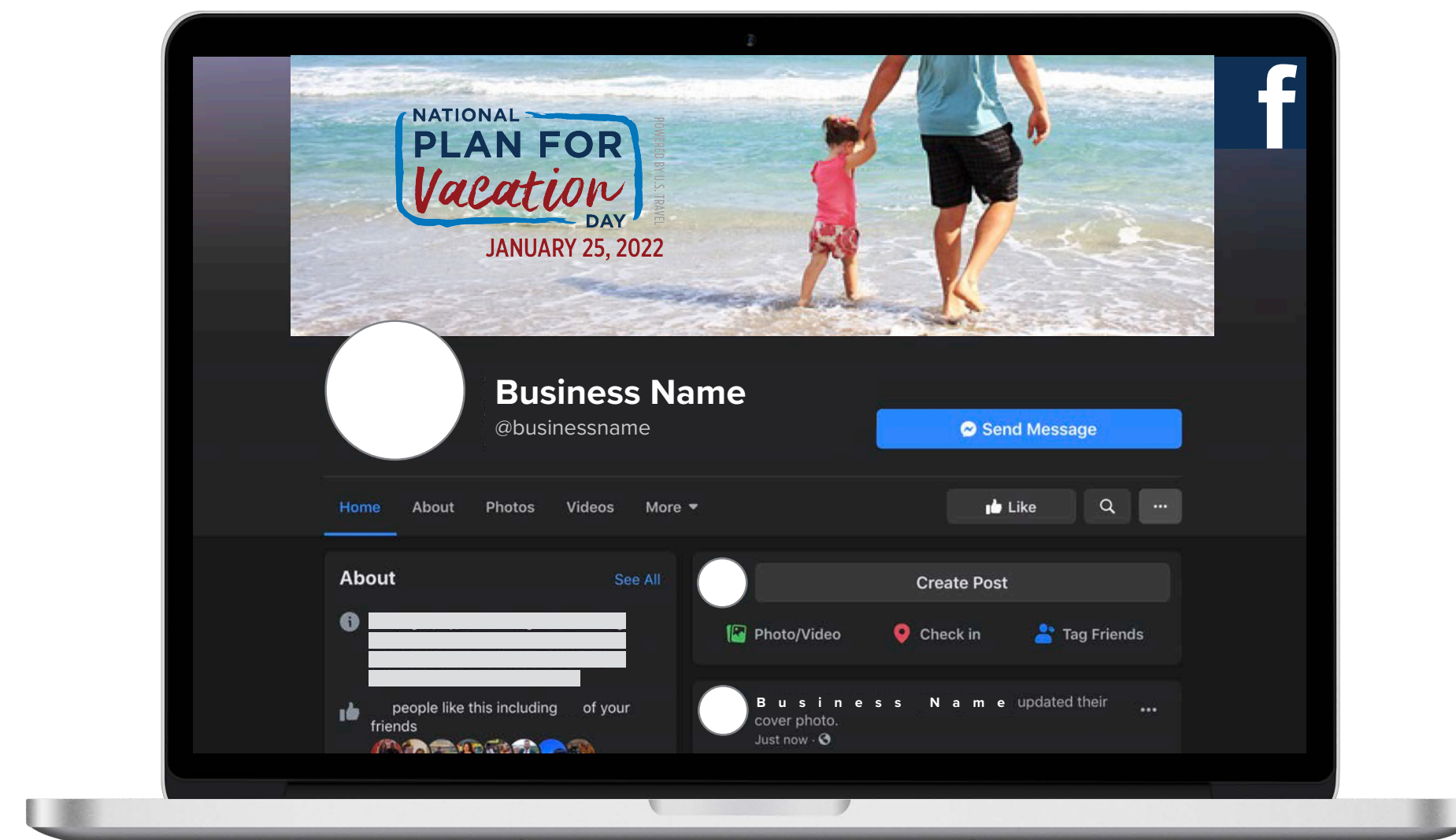
If your website can **spotlight a blog post...**

Publish a vacation planning blog on your site and highlight it on your homepage.



If you want to take engagement to the **next level...**

Carry the message further: Align your social media channels with your website **National Plan for Vacation Day** imagery, calls to action and URLs to drive traffic to the homepage takeover and your destination/brand offerings. Use the NPVD logo to customize social headers across all your channels.



A romantic couple is shown from the chest up, smiling and looking at each other. The man is on the left, wearing a red plaid shirt over a white t-shirt. The woman is on the right, wearing a blue denim shirt. They are on a boat, with a body of water and a city skyline in the background. The sun is low in the sky, creating a warm, golden glow. A white rectangular box with a thin blue border is centered over the image, containing the text "ACCESS THE FULL SUITE OF **NATIONAL PLAN FOR VACATION DAY** RESOURCES >".

ACCESS THE FULL SUITE OF **NATIONAL PLAN FOR VACATION DAY** RESOURCES >

Reach out to npvd@ustravel.org with questions or for more information.