



POWERED BY U.S. TRAVEL

JANUARY 25, 2022

INDUSTRY TOOLKIT

National Plan for Vacation Day, January 25, 2022

Introduction



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 to and within the United States.

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 mental health, personal relationships and job performance.

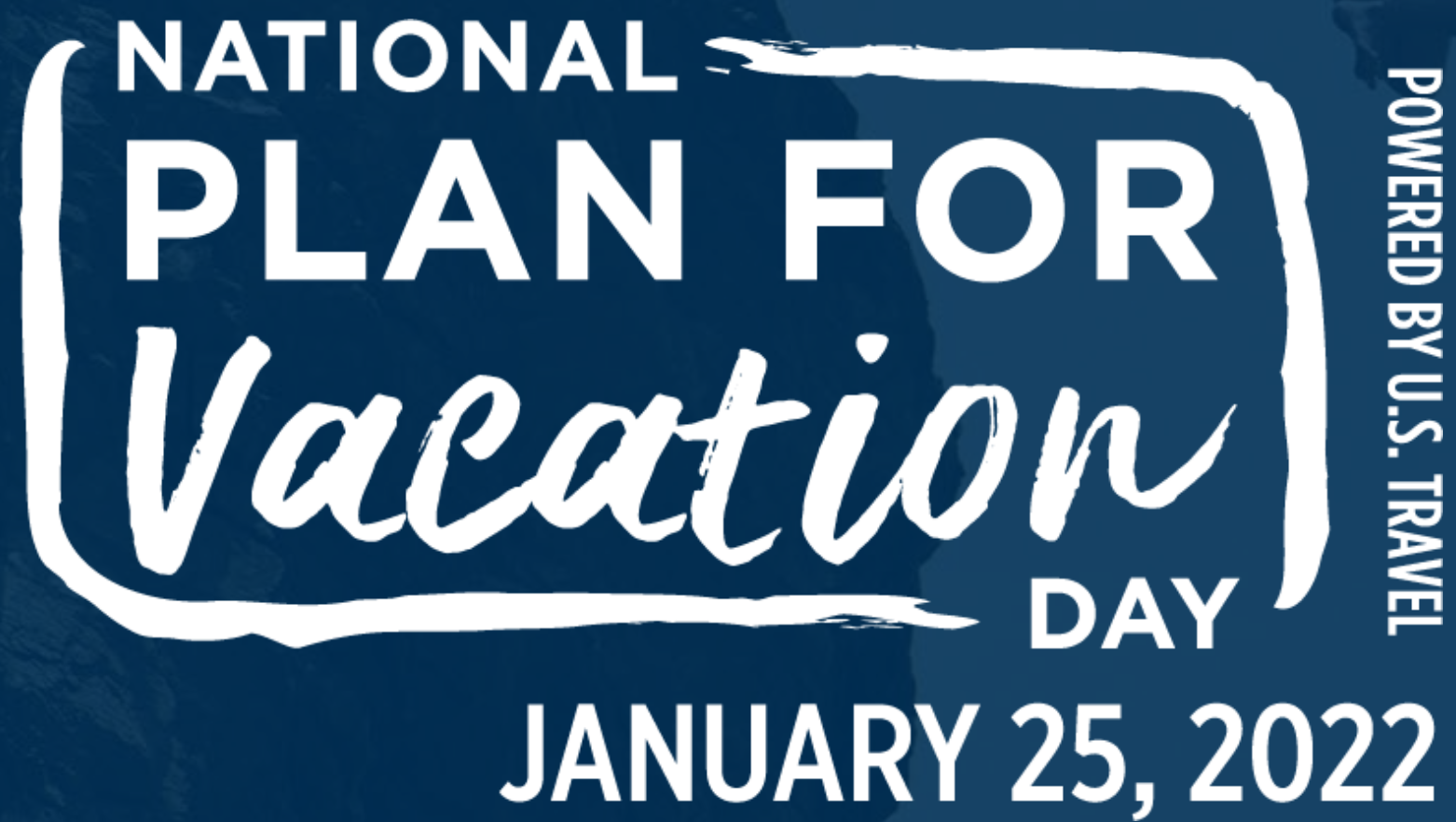
National Plan for Vacation Day helps highlight the importance of taking time off to travel—both for our personal health and wellbeing and for the overall economic prosperity of our nation.

This year's National Plan for Vacation Day is on **January 25**. Together, using #PlanForVacation, we will remind Americans to commit—and take—their days off.

[LEARN MORE >](#)

Download Logo

The **National Plan for Vacation Day** logo should be used on all materials and imagery starting **January 25** to inspire Americans to look forward to, plan and book future travel.



[DOWNLOAD LOGO >](#)

Vacation Usage Research

After two years of living through the COVID-19 pandemic, Americans are feeling burned out and ready for a change of scenery. However, Americans are **still** not using all of their vacation days. 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.

Planning Vacations Reduces Burnout:

- More than two-thirds (68%) of American workers feel at least moderately burned out and 13% are extremely burned out
- Avoiding burnout was the top-rated motivator to book a trip in the next six months—ranked even higher than travel discounts/deals

Travel Remains a Top Priority:

- More than nine in 10 (91%) Americans say it is important to use their paid time off to travel
- Nearly eight in 10 (79%) believe vacations are important to their overall health and well-being
- Nearly six in 10 (59%) agree that travel is more important than ever and 61% plan to make travel a top budget priority in 2022



[DOWNLOAD THE VACATION RESEARCH FACT SHEET >](#)

Source: Destination Analysts, 2021

Social Media Copy

On January 25, use **#PlanForVacation** to join the national conversation encouraging Americans to map out their time off for the year ahead on **National Plan for Vacation Day**. [Click here](#) to **download social media copy and graphics to use on January 25.**

DOWNLOAD SOCIAL COPY >

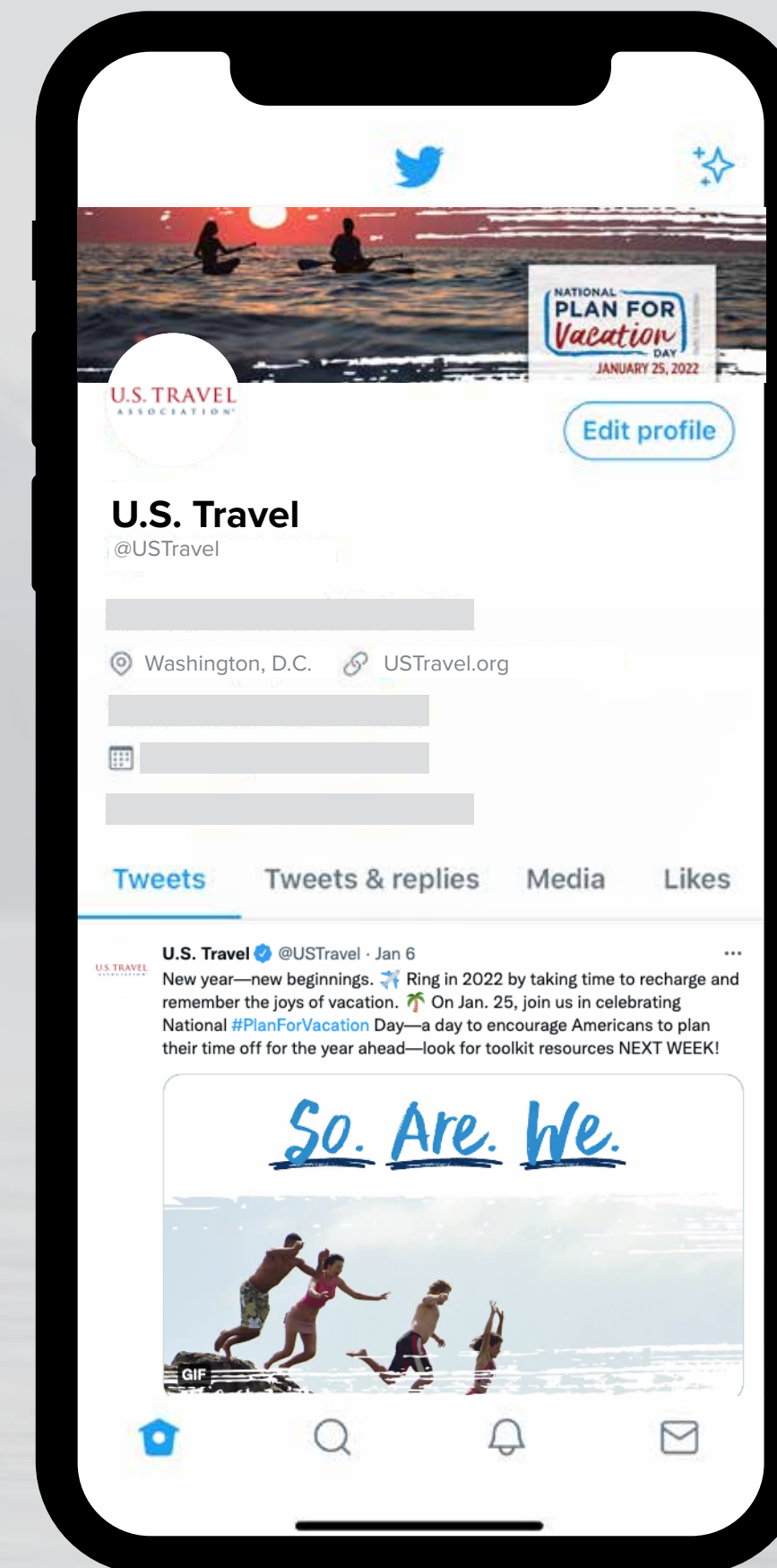
Social Media Graphics

Four different static graphics, spotlighting new vacation research, **and two gifs** are available to download and use.

The [National Plan for Vacation Day Logo](#) can be incorporated onto your own imagery, providing you an opportunity to integrate your brand further with the campaign.

Social media header images for National Plan for Vacation Day are also available for use on Facebook, Twitter and LinkedIn.

DOWNLOAD ALL SOCIAL GRAPHICS >



Short Social Videos

Videos featuring the new vacation research are available to download for use on January 25 for National Plan for Vacation Day, sized vertically and square.

[DOWNLOAD SOCIAL VIDEOS >](#)



Join the Industry Challenge

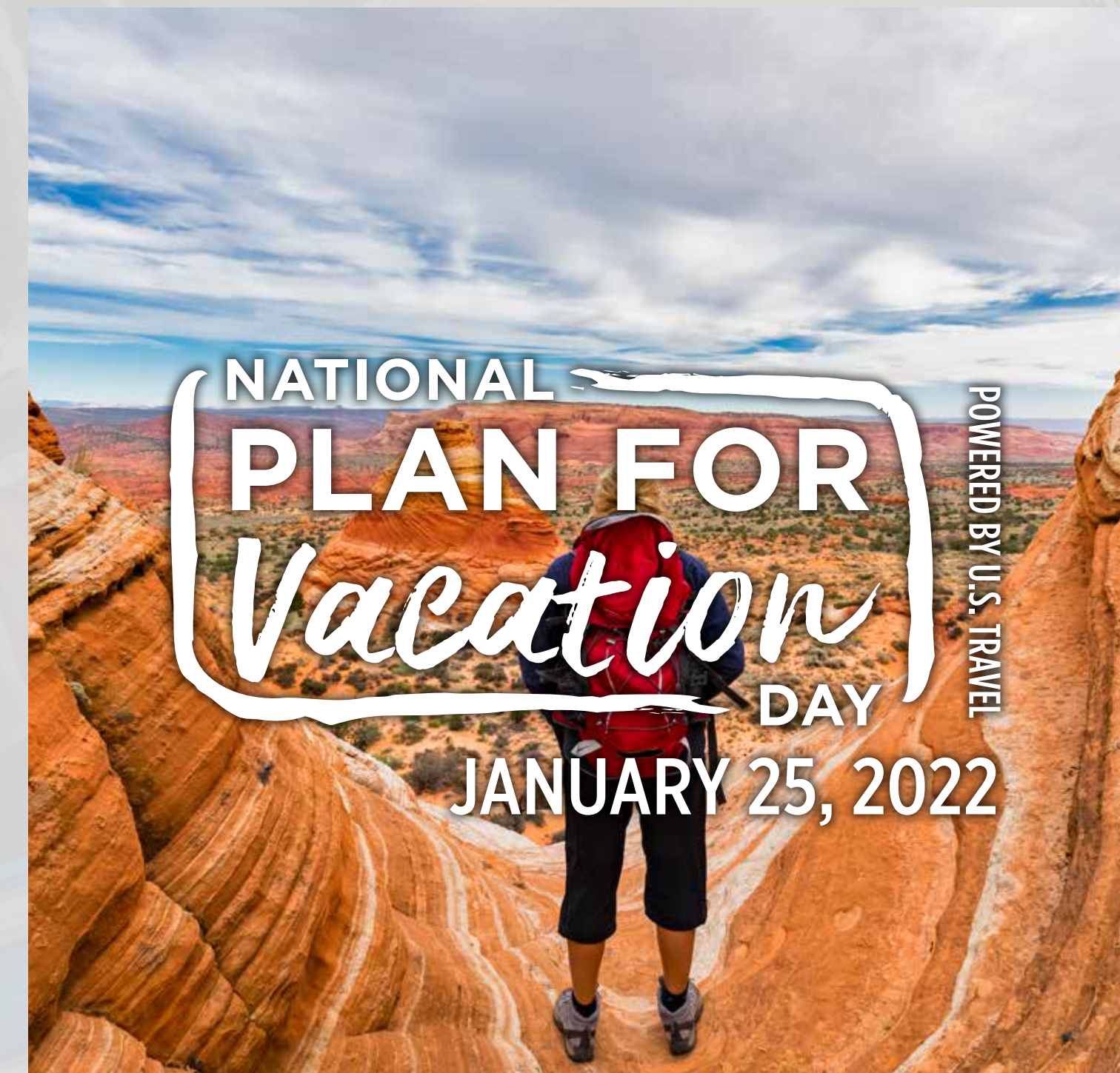
Join our industry-wide vacation planning competition: Challenge members of your organization to plan as many vacation days as they can. The organization with the most days planned wins.

HOW IT WORKS:

- Tally the number of vacation days your organization has planned.
- Share your final count and organization size on social media and tag another industry group. (Be sure to tag U.S. Travel and use **#PlanForVacation** so we see it!)
- The organization with the most days planned* wins a day of recognition on U.S. Travel's social media channels!

Do you have what it takes? Can you beat the destination next door, or the travel brand across the country?

*Days will be averaged by organization size



[READ ABOUT MORE WAYS TO CELEBRATE >](#)

Additional Ways to Engage on Social:

Ready to bring your National #PlanForVacation Day social activations to the next level? Try out some of these unique ways to engage with your audience.

Showcase your organization’s methods for “battling the burnout blues.” Post one of our [sample posts](#) to your company’s LinkedIn page—or have an executive from your team post from their page.

➔ Be sure to incorporate your organization’s resources, deals, etc. to provide additional inspiration!



Be an Instagram pro. Utilize the Instagram [“Add Yours”](#) feature to showcase your next must-visit destination.

➔ “Burned Out? Where are you planning to recharge in 2022? Add Yours:”



Media Resources

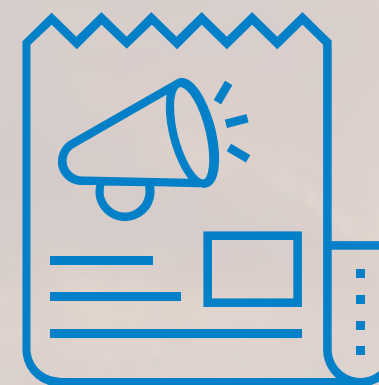
The new vacation research can be integrated in local pitches promoting National Plan for Vacation Day.

Three new media resources are available for use:



Sample Talking Points

[DOWNLOAD >](#)



Sample Press Release

[DOWNLOAD >](#)



Sample Media Pitch

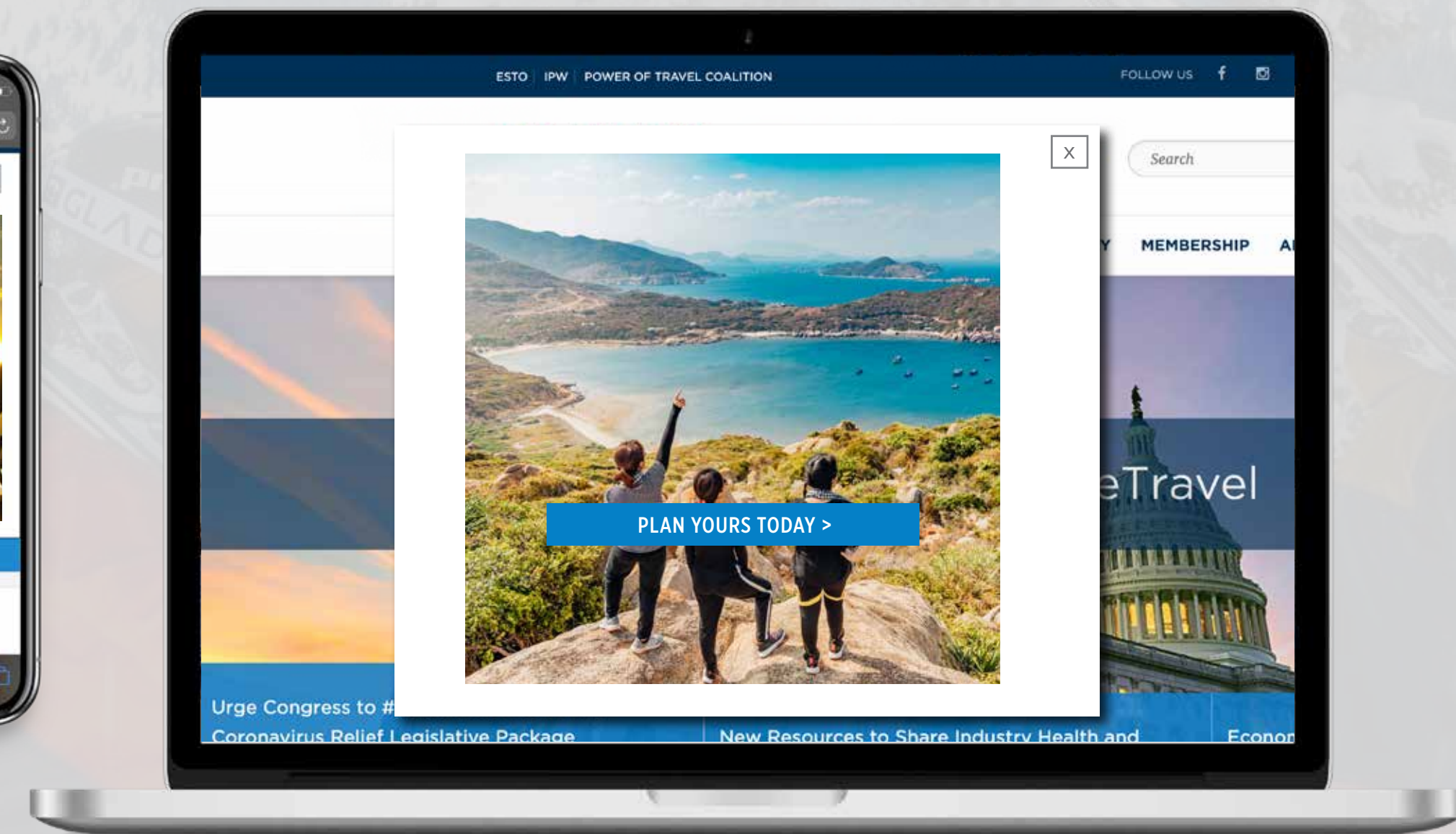
[DOWNLOAD >](#)

Homepage Takeover

On **January 25**, the collective industry will participate in a homepage takeover to expand the visibility and reach of National Plan for Vacation Day.

For ideas on how to get involved, download the [Homepage Takeover Guide](#).

TIP: To help with unity across the industry, we recommend updating your social media cover photos to include **National Plan for Vacation Day** imagery on the same days as the Homepage Takeover. Download graphics for Facebook, Twitter and LinkedIn [here](#).



[DOWNLOAD HOMEPAGE TAKEOVER GUIDE >](#)

Questions?

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npvd@ustravel.org
and a member of our
team will be happy
to assist.

