

January [XX], 2022

Media Contact: [INSERT CONTACT]

Celebrate National Plan for Vacation Day with [ORGANIZATION]

[CITY/STATE]—As part of National Plan for Vacation Day on January 25, [ORGANIZATION] is [INSERT ACTIVATION PLAN/EVENTS/PROMOTION].

National Plan for Vacation Day (NPVD), powered by [U.S. Travel Association](#), encourages Americans to plan their vacation days for the entire year at the start of the year. After nearly two years of pandemic stress and fatigue, NPVD is an opportunity for Americans to look ahead to brighter days and make plans for getaways or vacations over the coming months.

Planning is the key to taking time off and traveling. A new study from Destination Analysts, commissioned by U.S. Travel Association, reveals that Americans who plan out their paid time off take more time off to travel, but one-quarter (24%) of American households don't take this simple step.

National Plan for Vacation Day comes at a time when American workers report feeling extreme levels of burnout. According to Destination Analysts, more than two-thirds (68%) of American workers feel at least moderately burned out and 13% are extremely burned out.

“The research reflects what so many have known for quite a while—that the stresses of the past year can, at least in part, be lifted by thinking about and planning time away to recharge and experience something new,” said U.S. Travel President and CEO Roger Dow. “There are real benefits to getting vacation plans on the calendar at the start of the year which include the happiness associated with travel and committing to take off all the time that is earned for a well-deserved break.”

Data also shows that while vacation is essential to Americans' mental health and well-being, it is also a crucial benefit for American workers. Nearly 70% of U.S. workers agree that their ability to take vacations is an important factor in keeping them in the workforce. In fact, paid time off is the second most important employee benefit an employer could offer after health insurance benefits.

“Americans say it is important to use their paid time off to travel. Vacation gives us a chance to recharge and reconnect with family and friends, as well as explore more of our beautiful, diverse country,” added Dow.

“[ORGANIZATION] is joining thousands of organizations across the country to celebrate National Plan for Vacation Day and encourage Americans to take some much-needed time off,” said [SPOKESPERSON NAME, TITLE, ORGANIZATION]. “By committing to planning on January 25, Americans can all enjoy the many benefits of taking a break while giving themselves something to look forward to—and [DESTINATION/ORGANIZATION] has some great [DEALS/IDEAS] to help you plan your perfect getaway.”

[LOCAL DEALS, ACTIVITIES] To learn more about National Plan for Vacation Day, please click [here](#).

[INSERT BOILERPLATE LANGUAGE.]

U.S. Travel Association is the national, non-profit organization representing all components of the travel industry. In 2020, travel generated \$1.5 trillion in economic output and supported 11 million jobs, a drastic decline from pre-pandemic figures. U.S. Travel's mission is to increase travel to and within the United States. Visit [ustravel.org](#) for information and recovery-related data.

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 6–December 17, 2021. In total, 1,200 completed surveys were collected.

