NEW PHASE LAUNCHING ON NATIONAL PLAN FOR VACATION DAY (January 26)
The third phase of the Let’s Go There campaign will kick off on January 26 for National Plan for Vacation Day, amplifying the call-to-action for travel planning across media, social channels and webpages.

On January 26 only, the campaigns will join together using #PlanForVacation to inspire Americans to say “Let’s Go There” and start dreaming of future trips in the year ahead.

The planning motif will carry forward throughout February, uniting around #LetsMakePlans to remind Americans to commit—and take—their days off by sharing inspiration for future travel.
The Let’s Go There logo should be used on all materials and imagery starting January 27 to inspire Americans to look forward to, plan and book future travel.

The “When it’s time for you, we’ll be ready” walk up portion of the logo aims to remind Americans that this campaign is inspirational, geared toward planning and future commitment and that travel brands and businesses remain ready to welcome them when circumstances allow.

The “Therefinder” is designed to spark inspiration so travelers can see themselves in a destination or location. It can be used on campaign materials to highlight specific points of interest or activities.
Vacation Usage Research

American workers left 33% of their paid time off on the table last year. On average, American workers earned 17.2 days of paid time off and used 11.6 days according to a new survey by Destination Analysts. But the majority of Americans (63%) say they desperately need a vacation.

Other key findings:

• On average, American workers used 40% of their earned paid time off to travel in 2020

• Nearly one third (29%) of American workers expect to travel more in 2021 than previous years

• 93% of Americans say it is important to use their paid time off to travel

Source: Destination Analysts, 2020
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 2020. The survey was fielded December 10th-24th, 2020. In total, 1,200 completed surveys were collected.
Social Media Copy

On January 26, 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 26.

The travel planning motif will carry forward throughout February, uniting around #LetsMakePlans across all social media channels to remind Americans to commit—and take—their days off by sharing inspiration for future travel.

DOWNLOAD SOCIAL COPY FOR JANUARY 26 >

DOWNLOAD ADDITIONAL SOCIAL COPY >
Social Media Graphics

Ten different static graphics, spotlighting new vacation research, are available to download and use.

The National Plan for Vacation Day Logo or Let's Go There logo and Therefinder 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, Pinterest and LinkedIn.

DOWNLOAD ALL SOCIAL GRAPHICS >
Media Resources

The new vacation research can be integrated in local pitches promoting National Plan for Vacation Day and the Let's Go There campaign.

Three new media resources are available for use:

- Sample Talking Points
- Sample Press Release
- Sample Blog post

DOWNLOAD ALL MEDIA RESOURCES >
Homepage Takeover

On January 26, the collective industry will participate in a homepage takeover on National Plan for Vacation Day to expand the visibility and reach of the campaign. Travelers will experience the united front of the industry as they search for travel inspiration and plan out their time off for the year.

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, Pinterest, Twitter and LinkedIn here.
Short Social Videos

Six videos featuring the new vacation research are available to download for use on January 26 for National Plan for Vacation Day, sized vertically and square.

Three new 0:10 videos have also been made for use during Phase 3 of the Let’s Go There campaign, sized vertically and square.

DOWNLOAD SOCIAL VIDEOS >
Official Campaign Video | 0:60

As the flagship asset of the campaign, you are highly encouraged to share the official video on all your social media channels and use it in presentations or speaking engagements. The various lengths and sizes of the video allow flexibility for optimization for different uses.

Recommended use:
- 0:60 (speaking engagements, presentations and all platforms)
- 0:30 (all platforms)
- 0:15 (all platforms + ads)
- 0:06 (Facebook ads/Pinterest ads/YouTube ads)

(Note: There are several available versions of 0:15 and 0:06)
Health and Safety

Travel in the New Normal: Industry Guidance for Promoting the Health and Safety of All Travelers is available as a core set of health and safety guidance that anyone in the industry may adapt to their business. It is regularly updated by health and medical experts to reflect best practices.

Looking for ways to encourage visitors to follow best practices for health and safety? Resources are available in the #TravelConfidently Toolkit.

READ THE GUIDANCE >
letsgothere.travel

The Let's Go There campaign consumer landing page provides travel inspiration through content provided by Coalition members and destination inspiration via VisitTheUSA.com. Access to health and safety measures and reopening information is also available.

VISIT LETSGOHERE.TRAVEL >
Questions?

Contact us at info@letsgothere.travel and a member of our team will be happy to assist.

Follow the Let’s Go There Coalition on Social Media:

- Instagram: @LetsGoThereCoalition
- Facebook: @LetsGoThereCoalition
- Pinterest: Let’s Go There Coalition
- Twitter: @LGTCoalition

Interested in customizing assets to include your brand name, imagery and b-roll? Contact Sarah Shields, director of industry communications at U.S. Travel Association (sshields@ustravel.org) for more information.