

WHEN IT'S TIME FOR YOU, WE'LL BE READY

Let's **GO** There

INDUSTRY TOOLKIT

New Phase Launching on National Plan for Vacation Day (January 26)

## Introduction

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WHEN IT'S TIME FOR YOU, WE'LL BE READY

Let's **GO** There

NATIONAL  
**PLAN FOR**  
*Vacation*  
DAY

POWERED BY U.S. TRAVEL

JANUARY 26, 2021

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.

[VIEW FACT SHEET >](#)

# Logo and Therefinder

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WHEN IT'S TIME FOR YOU, WE'LL BE READY

*Let's* **GO**  *There*

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.

[DOWNLOAD LOGO AND THEREFINDER >](#)

# Vacation Usage Research

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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.



[DOWNLOAD VACATION RESEARCH FACT SHEET >](#)

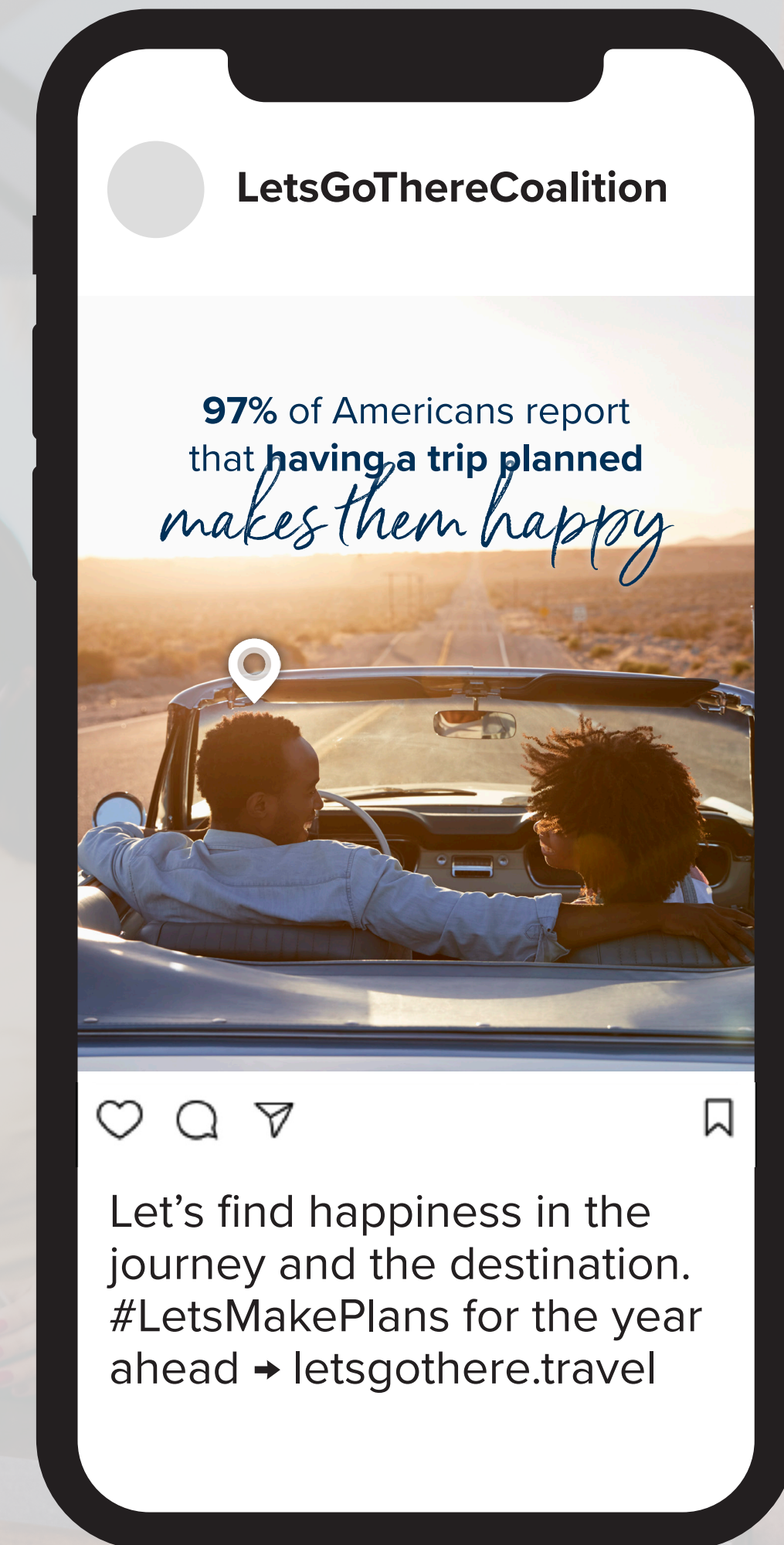
## Social Media Copy

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

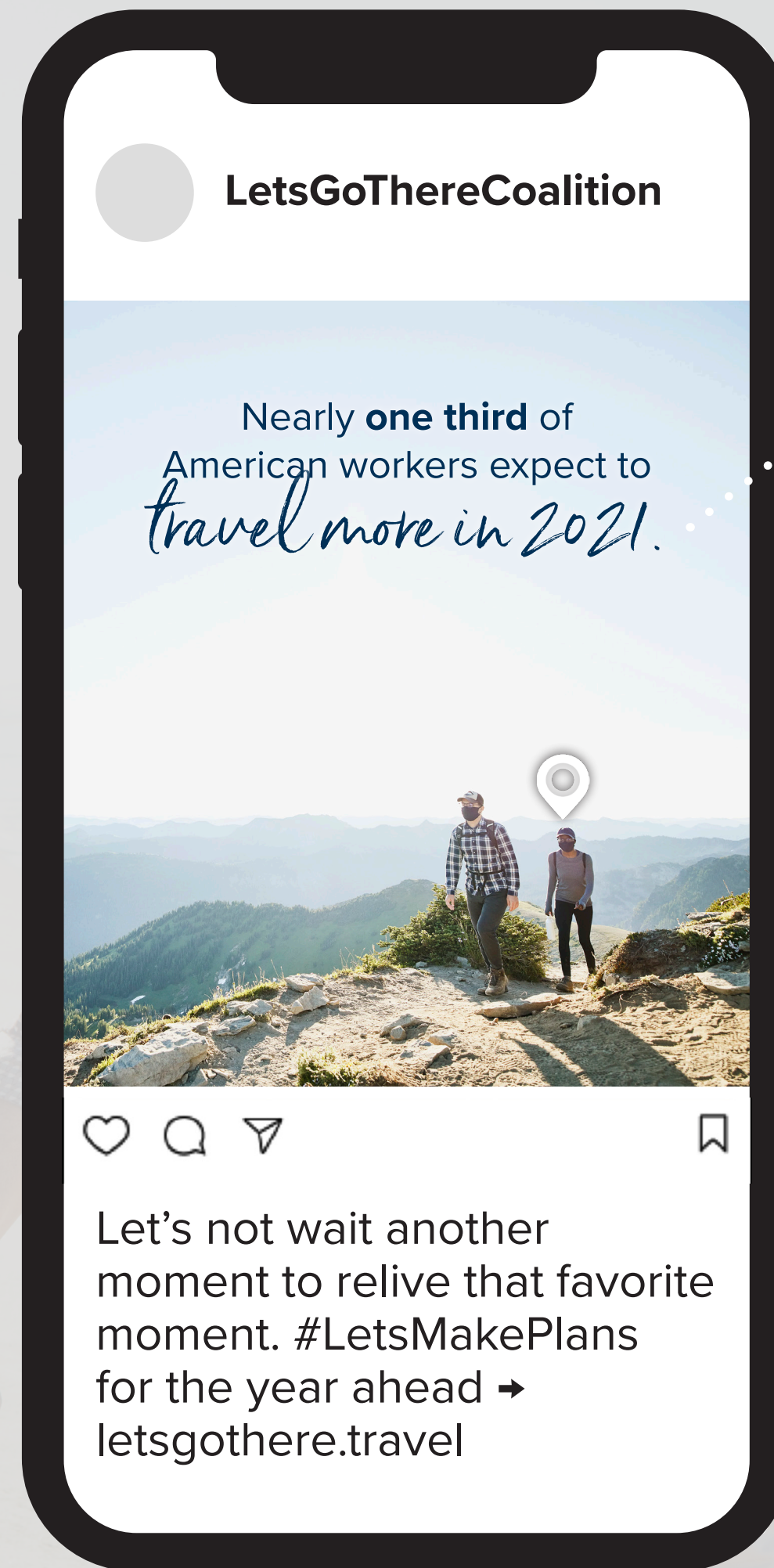
Ten different static graphics, spotlighting new vacation research, are available to download and use.

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

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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 Takover 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](#).



[DOWNLOAD HOMEPAGE TAKEOVER GUIDE >](#)



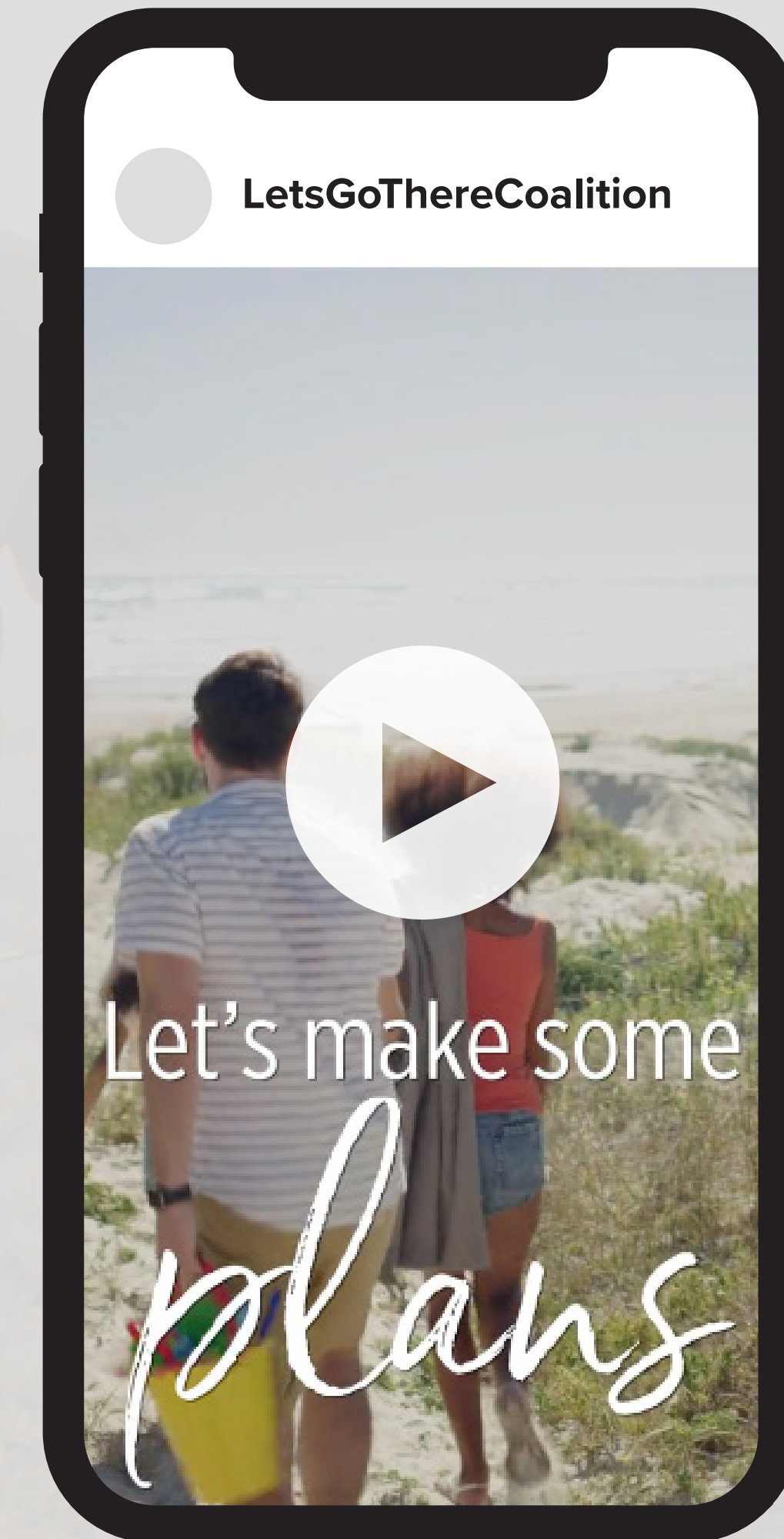
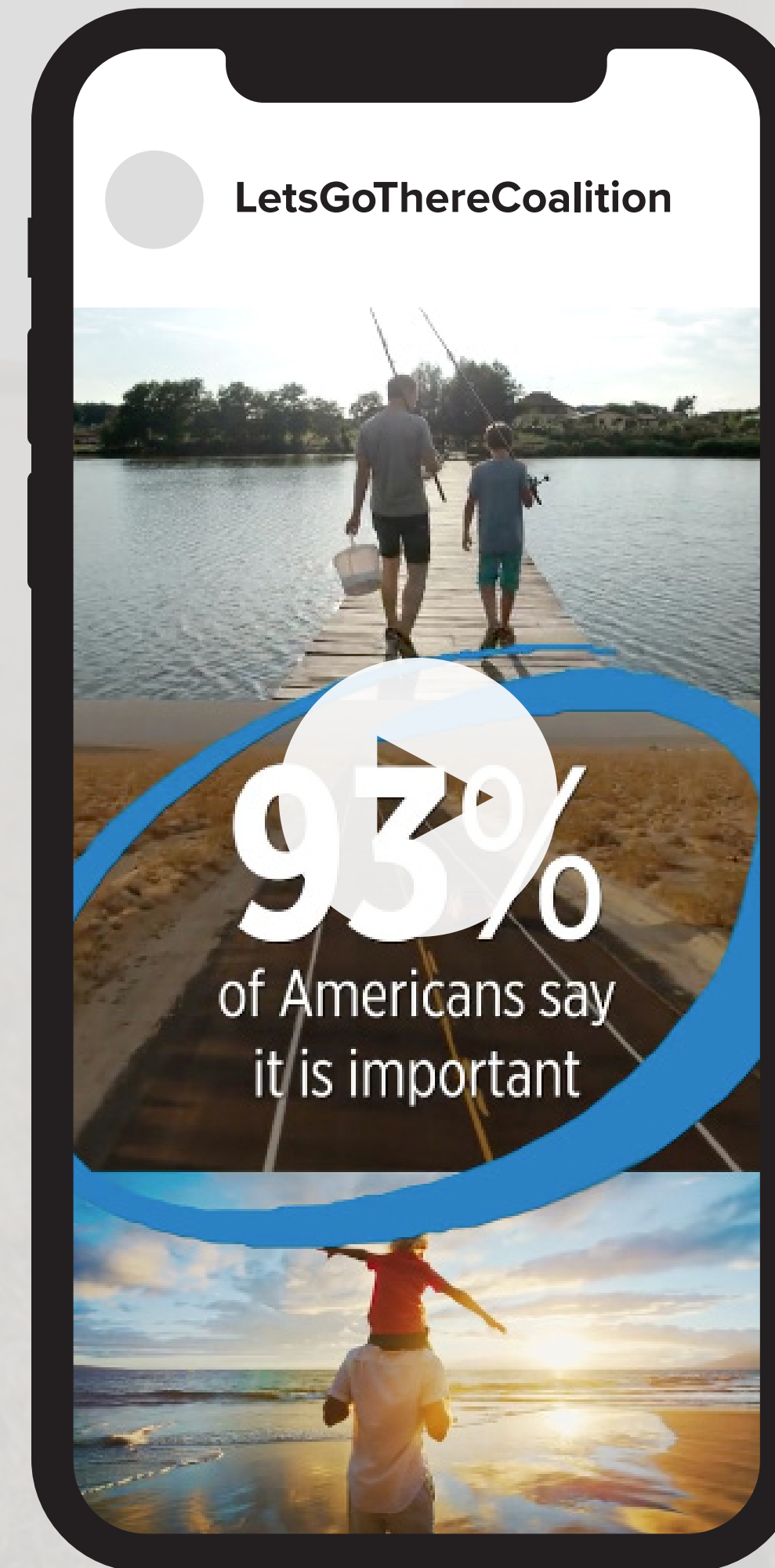
**NEW!**

## 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

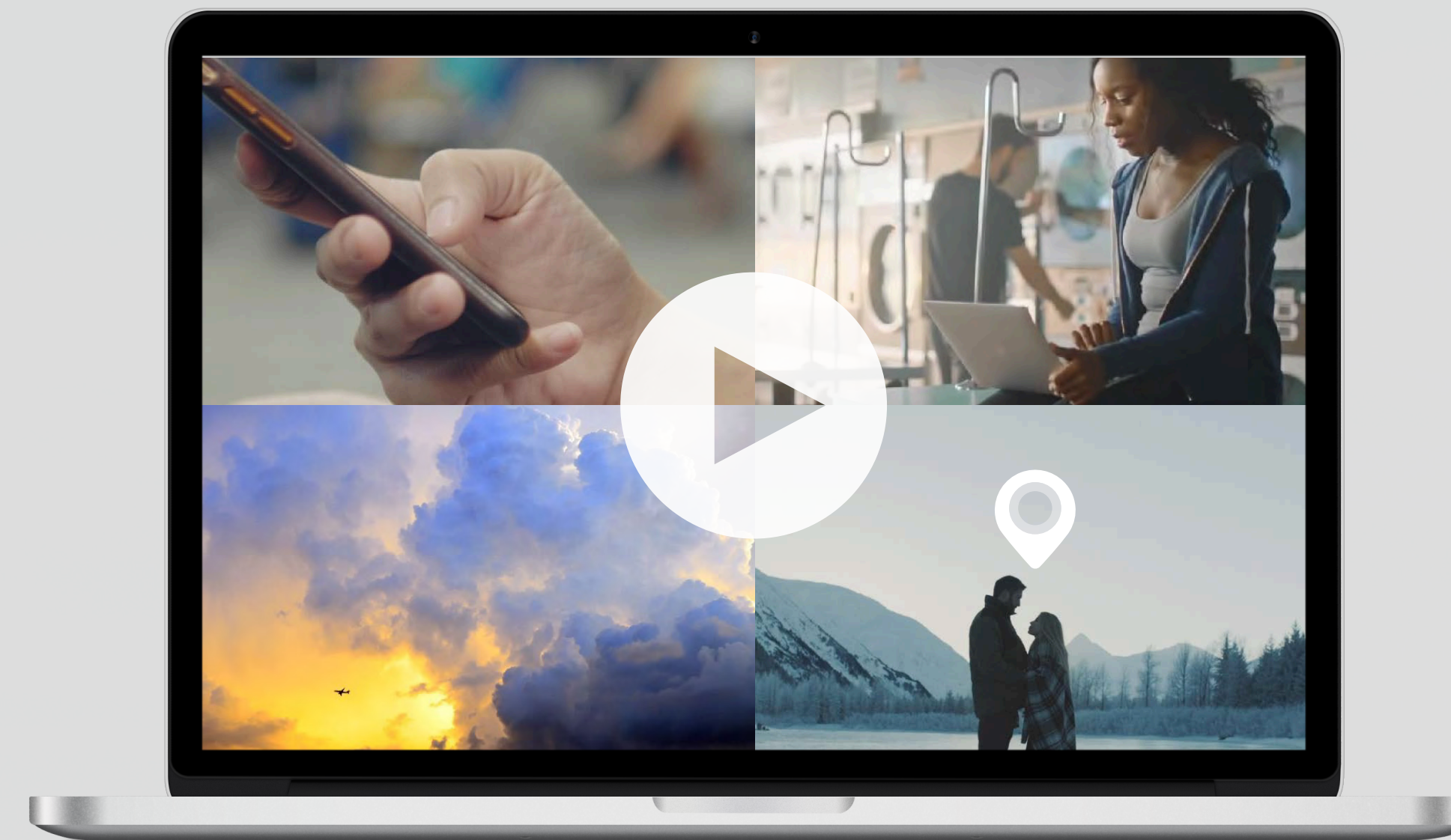
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As the flagship asset of the campaign, you are highly encouraged to share the official video on all your social media channels and use it in presentations or speaking engagements. The various lengths and sizes of the video allow flexibility for optimization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



[DOWNLOAD ALL VIDEOS >](#)

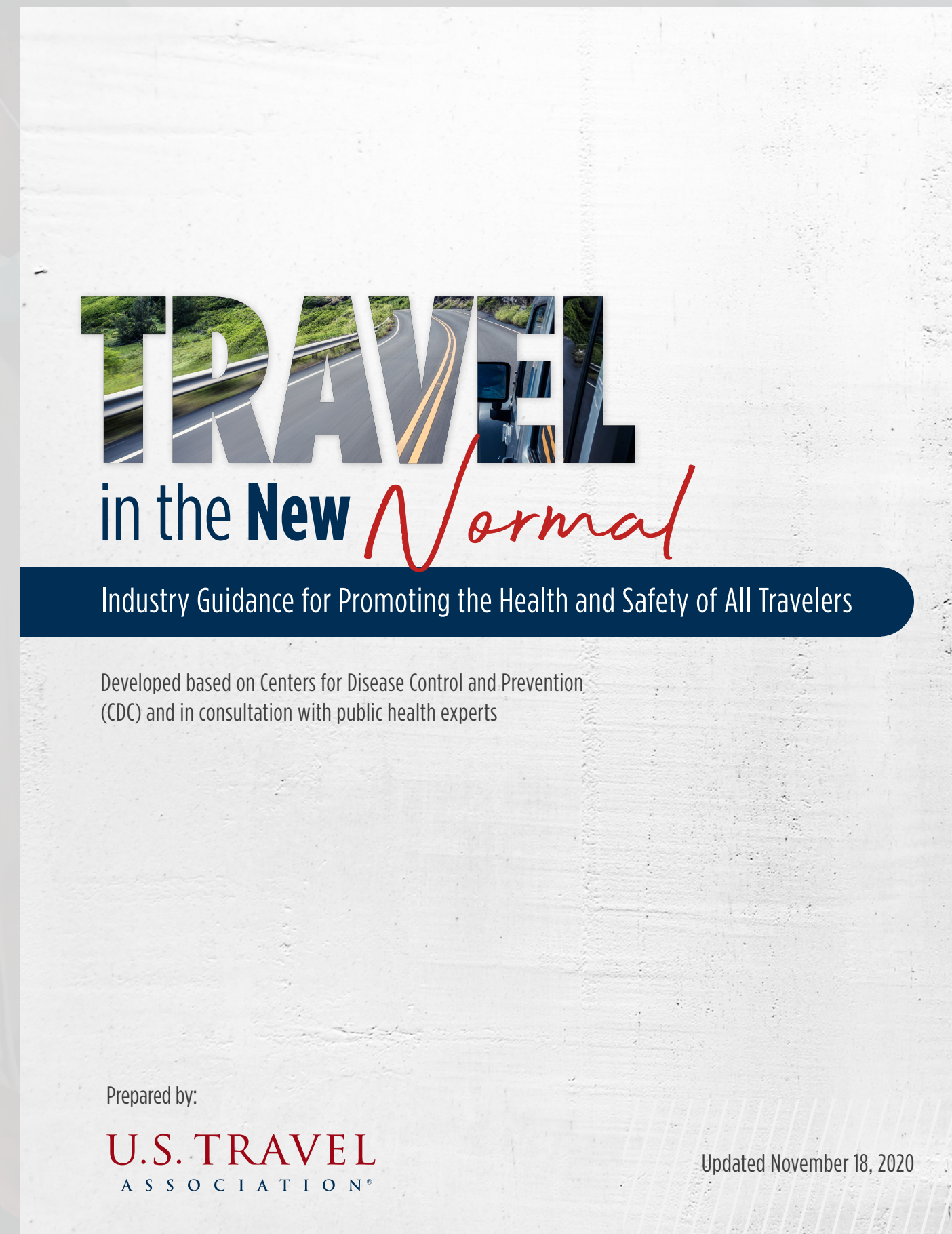
# Health and Safety

## [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 >](#)



## CARRIERS: MASK

Employee  
employees

### What Is New and What Have We Learned?

The most common transmission of COVID-19 occurs through close contact with respiratory droplets from an infected person, generally within about six feet. Though rarer, "airborne transmission" by smaller droplets and particles which can travel further than six feet or remain briefly in the air has also been identified by CDC as a mode of transmitting the virus.

Air ventilation, circulation and filtration systems. Scientific research has found that effective air ventilation can help prevent the spread of the virus. Travel and related businesses should review and, as appropriate, implement the latest published standards on air ventilation and COVID-19 from CDC and the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE).

## Enhanced sanitation transmission of

Enhanced sanitation  
transmission of



# letsgothere.travel

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The Let's Go There campaign consumer landing page provides travel inspiration through content provided by Coalition members and destination inspiration via [VisitTheUSA.com](https://www.visittheusa.com). Access to health and safety measures and reopening information is also available.

VISIT LETSGOTHERE.TRAVEL >



# Questions?

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Contact us at [info@letsgothere.travel](mailto: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](https://www.instagram.com/LetsGoThereCoalition)

 **Facebook:** [@LetsGoThereCoalition](https://www.facebook.com/LetsGoThereCoalition)

 **Pinterest:** [Let's Go There Coalition](https://www.pinterest.com/LetsGoThereCoalition)

 **Twitter:** [@LGTCoalition](https://twitter.com/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](mailto:sshields@ustravel.org)) for more information.