This sample language can be used several ways: as plug-and-play for your social channels to make engagement as easy as possible or as inspiration for you to create your own posts and images that align with campaign tone while also fitting your brand voice.

Let's clean the slate and pick a date. **#LetsMakePlans** for the year ahead ➜ letsgothere.travel

Let's commit to using our time off to make memories. **#LetsMakePlans** for the year ahead ➜ letsgothere.travel

Let's get ready to experience the joy of exploring someplace new. **#LetsMakePlans** for the year ahead ➜ letsgothere.travel

Let's not wait another moment to relive that favorite moment. **#LetsMakePlans** for the year ahead ➜ letsgothere.travel

Let's pick a date and a place to reunite somewhere new. **#LetsMakePlans** for the year ahead ➜ letsgothere.travel

Let's find happiness in the journey and the destination. **#LetsMakePlans** for the year ahead ➜ letsgothere.travel

Let's start planning for a getaway that breaks away from routine. **#LetsMakePlans** for the year ahead ➜ letsgothere.travel
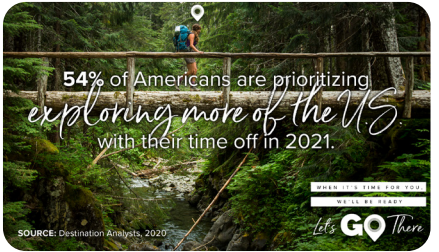
#LetsMakePlans to escape to where we feel most inspired. Endless inspiration awaits ➜ letsgothere.travel

Let's make this the year of new adventures. Endless inspiration awaits ➜ letsgothere.travel **#LetsMakePlans**

Let's make our dream getaway a reality this year. **#LetsMakePlans** ➜ letsgothere.travel

Let's get up, get ready and get back to travel. **#LetsMakePlans** to see America ➜ letsgothere.travel

Let's sit up, stretch and start thinking about our next adventure. **#LetsMakePlans** to see America ➜ letsgothere.travel

63% of Americans agree that they *desperately need a vacation.*
SOURCE: Destination Analysts, 2020

54% of Americans are prioritizing *exploring more of the US* with their time off in 2021.
SOURCE: Destination Analysts, 2020

77% of Americans say they are *happy when on a vacation.*
SOURCE: Destination Analysts, 2020

97% of Americans report that **having a trip planned** *makes them happy.*
SOURCE: Institute for Applied Positive Research (2020)

Nearly **one third** of American workers expect to *travel more in 2021.*
SOURCE: Destination Analysts, 2020

Americans who **plan their time off** are more likely to *use it to travel.*
SOURCE: Destination Analysts, 2020

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CLICK HERE to view sample copy to use on **JANUARY 26** for **NATIONAL PLAN FOR VACATION DAY >**