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 American adults said they desperately need a vacation.

54% of Americans are prioritizing exploring more of the US with their time off in 2021.

97% of Americans report that having a trip planned makes them happy.

Nearly one third of American workers expect to travel more in 2021.

77% of Americans say they are happy when on a vacation.

Click Here to view sample copy to use on January 26 for National Plan For Vacation Day.

Follow the campaign on Facebook and Instagram at @LetsGoThereCoalition and on Twitter at @LGTCoalition.