

5 Ways to Celebrate



Share On Social

Social media is the easiest way to join National Plan for Vacation Day.

- **Use #PlanForVacation in all posts.** Leverage the event hashtag in your social content leading up to and on January 29 on Twitter, Facebook and Instagram to encourage Americans to plan their time off at the start of the year.
- **Showcase what makes your destination unique.** From beach stays to urban getaways, one size doesn't fit all when it comes to how Americans want to spend their vacations. Show your followers—and potential visitors—all the unique offerings your destination has by using diverse images and suggesting itineraries for every travel style.
- **Engage multiple audiences.** Outside of your consumer audience, consider reaching out to the partners, bloggers and influencers you work closely with through clever messages that they can repurpose in their own channels, like planning tips, vacation benefits and “Top 5” lists supporting this year's event. This will widen your reach and exposure.



Spread The Word

The **705 million vacation days** that went unused in 2017 represents 52 percent of America that left their time off on the table. Elevate the research and spread the word of America's vacation habits through all your communication channels. Customize your message by bringing it home—share planning and vacation usage habits of residents in your own state or the states in your target markets with our [State-by-State Time Off](#) fact sheet.



Plan It Out

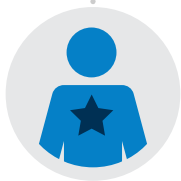
Our [Vacation Planning Tool](#) allows users to enter the number of vacation days they earn, plot them out and export plans to their personal calendar. The planning tool is hosted on [ustravel.org](#) and can be embedded to fit your website and brand.

Pair our planning tool with itineraries for those visiting your destination. Together, visitors can plan their year out and get inspired to see what your destination has to offer.



Promote Travel

January is a month of fresh starts. Incorporate vacation planning as part of your marketing leading up to and on National Plan for Vacation Day—emphasizing the benefits of *planning*. Those who plan ahead are more likely to use all their time off and when people plan for vacation, they're more likely to take a week or longer at a time. Consider offering a promotion for longer travel bookings—making planning a win for your destination or organization, too.



Be A Role Model

Does your company have a positive vacation culture or perspective? If yes, consider a blog from your CEO for your company website or influencer platform (e.g., LinkedIn, Medium). If not, become a vacation advocate: talk with your manager and HR on how to improve the culture around time off and encourage your colleagues and direct reports to commit their days. Be sure to plan your vacation days, too.