

Because Americans *Still* Need to Take All Their Time Off



More TIME OFF, Less TIME USED

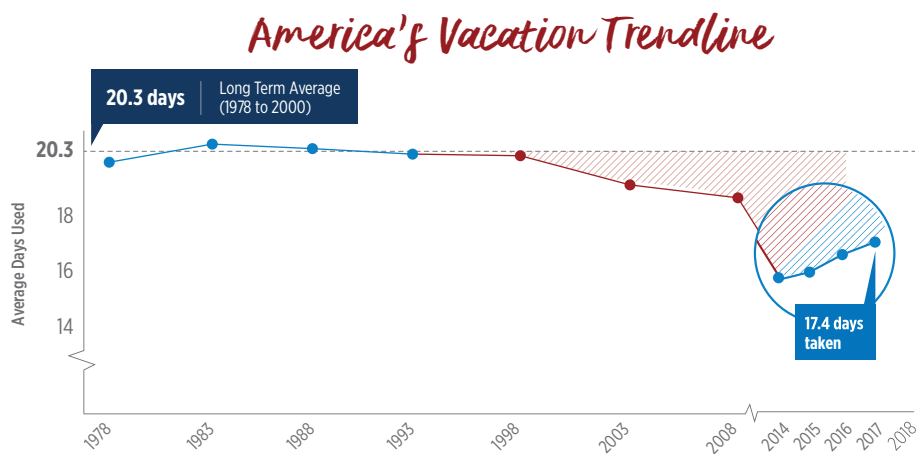
Americans are earning even more days off than last year. But more than half (55%) of American workers report not using all their days off—totaling **768 million unused vacation days**, up 9% from 2017. What's more, **236 million of those days were forfeited completely**—equaling **\$65.5 billion in lost benefits** and **an individual average of \$571 in donated work time**.

768 MILLION
total unused *vacation* days

236 MILLION
days *completely* forfeited

\$65.5 BILLION
in *lost* benefits

Although the number of days off used increased to **17.4 last year**—continuing the positive trend that began in 2014—on a whole, Americans could be taking **half a week more vacation each year**.



Travel: A TIME OFF OPPORTUNITY



The majority (83%) of Americans want to use their time off to travel—*but they aren't*. And that lost opportunity is costing us. If Americans used their days off to travel, the economic opportunity for the industry—and the U.S.—amounts to **\$151.5 billion in additional travel spending**, creating an **additional 2 million American jobs**.

American Values VACATION AND TRAVEL HABITS

- ★ While older Americans take more time off than younger age groups, millennials use a greater share of their vacation days to travel.
- ★ Often at the height of their careers, Gen Xers are the most likely generation to travel for vacation to avoid burnout (63%) compared to Millennials or Baby Boomers (both 55%). See the [Motivations of Travel fact sheet](#) for more trends and findings.

| | Vacation Days Taken | Days Used For Travel | Percentage Used for Travel |
|-------------|---------------------|----------------------|----------------------------|
| Average | 17.4 | 8.9 | 51% |
| Millennials | 13.2 | 8.3 | 63% |
| Gen X | 19.3 | 8.8 | 46% |
| Boomers | 20.8 | 9.7 | 46% |

How We Can Help: ENCOURAGE AMERICANS TO START PLANNING

National Plan for Vacation Day began in 2015 to encourage Americans to plan their time off.

Planners have a distinct advantage over non-planners: they use more of their time off and take longer vacations. But nearly half (46%) of American households don't do this simple step—and lose out on their time off.



Younger travelers **(18 and 34)** are less likely to plan for vacation than older travelers. .



Americans who plan their vacation time are more likely to prefer to use it to travel **(76%) vs. non-planners (50%)**.



Planners used an average of **12 paid time off days** to travel in 2018 compared to 5 days used to travel for non-planners.



More than **half (56%) of planners** last vacation or trip was in the last six months while **just 36% of non-planners** took a trip in the last six months. Nearly one-quarter (23%) of non-planners have not taken a vacation or trip in the last two years.

Planners tend to be happier in general—with everything from their personal relationship to their health and well-being and their job.

| Extremely or Very Happy | Planners | Non-Planners |
|--|----------|--------------|
| Personal relationships with friends and family | 82% | 68% |
| How paid time off is spent | 76% | 54% |
| How much of paid time off used | 75% | 51% |
| Physical health and well-being | 63% | 51% |
| Company where you work | 61% | 50% |
| Job | 61% | 49% |

Methodology: Ipsos conducted an online survey January 22- February 3, 2019 with 1,025 American workers, age 18+ who work more than 35 hours a week and receive paid time off from their employer. These data were weighted and scaled.

Oxford Economics used the Ipsos survey results and data from the Bureau of Labor Statistics (BLS) Current Population Survey to estimate historical levels of vacation activity. Total unused paid time off was projected using Bureau of Economic Analysis (BEA) employment data, adjusted by the share receiving paid time off. The potential economic impact was developed using a per diem spending approach based on data from TNS, U.S. Travel Association and the BEA Travel and Tourism Satellite Accounts.