

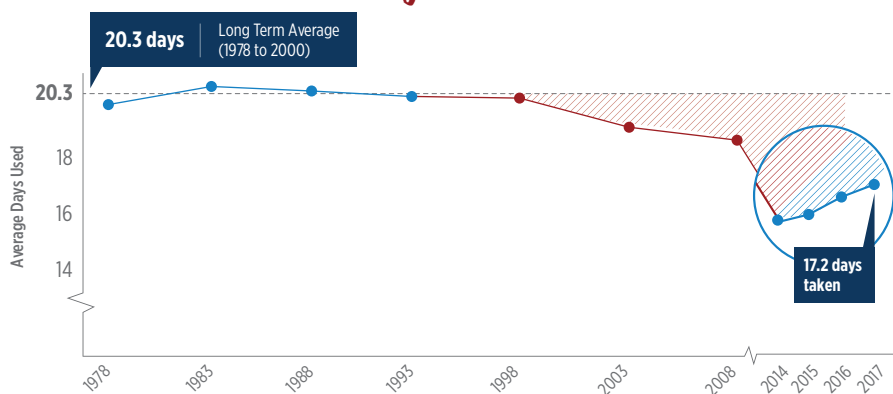
National Plan for Vacation Day, celebrated on the last Tuesday of January, is a day to encourage Americans to plan their time off.

Join us on **January 29** and help get Americans to commit their time off for the rest of the year at the start of the year. Regardless of travel style, our country offers something for everyone.

Vacation: It's Good for America

It's no surprise America has a problem taking time off—to the tune of **705 million** unused days—but we're getting better about it. In 2017, Americans used nearly a half-day (0.4 days) more than the previous year. And the best part about it? Its the third year in a row we've seen an increase. In 2014, America reached its lowest point of vacation usage and since then, we've seen a positive trend upward. Americans are now taking a full day more than back in 2014.

America's Vacation Trendline



Clearly, Americans need to take more of their well-earned vacation days, but did you know that there are serious benefits to taking time to travel? **While the average employee is taking 17.2 days of vacation, less than half (47%) of that time—just eight days—is used for travel.**

And many Americans do want to use it to travel: the majority (84%) say it is important to travel with their time off.

Travel is the clearest way to *achieve the benefits* of time off.

TRAVELERS
FEEL
GREATER
HAPPINESS

| Happiness with... | All or Most (more than 75%) | Some (25% to 75%) | Little to None (less than 25%) |
|----------------------------------|-----------------------------|-------------------|--------------------------------|
| Your Company | 59% | 56% | 46% |
| Your Job | 57% | 53% | 46% |
| Personal Relationships | 79% | 77% | 66% |
| Physical Health and Well-Being | 61% | 49% | 39% |
| How You Spend Your Paid Time Off | 76% | 69% | 48% |

Travel connects Americans to the *America they want to experience.*

The U.S. travel industry is uniquely positioned to provide America's under-vacationed nation opportunities that capitalize on exploring all our country has to offer—because America has something for every travel style.

So what do Americans want to do?



Sand or Snow? The vast majority of Americans (88%) are **in search of a warm climate** for their vacations.



Nearly two-thirds (63%) of Americans say they **prefer to indulge** than be healthy on vacation.



The traditional **weeklong trip is still the gold standard** for most Americans, with 72 percent saying they prefer that length over a long-weekend vacation.



Americans are split on whether they prefer to **save or splurge on vacations**—just over half (52%) say save and just under half (47%) say splurge.

Start Planning

Research shows that planners have a distinct advantage over non-planners: they use more of their time, take longer vacations, and are happier. But nearly half of American households fail to take the simple step of planning their time off.



53 percent of planners took all of their vacation time.



Planners are also more likely than non-planners to **use all or most of their time off** to travel (33% to 18%).