What is National Plan for Vacation Day?

• National Plan for Vacation Day, celebrated on the last Tuesday in January, is a day to encourage Americans to plan their vacation days for the rest of the year at the start of the year.

• National Plan for Vacation Day provides an opportunity for Americans to come together at a single moment to rally around the importance of planning for vacation.

• This year’s National Plan for Vacation Day is on January 29.

What is the purpose of having a day centered around planning?

• In 2017, 52 percent of employees reported having unused vacation days at the end of the year.

• While this number has improved compared to the 54 percent of Americans using vacation in 2016, the 705 million unused vacation days represent an increase from the more than 662 million unused days the previous year.

• The most effective remedy for American workers who want to use more vacation days is better planning. Yet just over half (52%) of households set aside time to plan out their vacation days each year.

• Those who plan out their vacation time in advance are far more likely than average to use all their earned days off (53% to 43%).

• Planners are also more likely than non-planners to use all or most of their time off to travel (33% to 18%), whereas non-planners are far more likely than planners to use little or none of their time for travel (44% to 16%).

What do Americans want to do with their vacation?

• 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.

• 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.

• 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.

Isn’t Americans taking vacation self-serving to the travel industry?

• While taking time off, particularly to travel, does have a positive impact on the travel industry, it also greatly benefits Americans themselves.

How vacation benefits Americans:

• Vacation is essential to strengthening personal relationships, inspiring creative thinking, improving professional performance and promoting better health.

• Taking time off is associated with higher productivity, performance, more positive attitude toward work, increased happiness, improved mental and physical health, better relationships and social life.

• Employees who take their vacation time are more likely than forfeiters to have been promoted within the last year (27% to 23%) and to have received a raise or bonus in the last three years (84% to 78%).

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