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%)**.

705M IN 2017, **705 MILLION VACATION DAYS WENT UNUSED.**

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