



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 25 to encourage Americans to plan their time off at the start of the year.
- **Showcase what makes your destination unique.** Show your followers—and potential visitors—all the unique offerings your destination and brand has by using diverse images and suggesting itineraries for every travel style.
- **Capture multiple audiences.** Expand your reach and exposure by 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.
- **Invite engagement.** Find unique ways to activate on social media. Try out the Instagram “[Add Yours](#)” feature to showcase your next must-visit destination— “Burnt Out? Where are you planning to recharge in 2022? Add Yours:”

Incorporate THE DATA

Elevate [this year’s research](#) and spread the word of America’s vacation habits through thought leadership pieces, such as blog posts or op-eds.

Data helps tell the story, show the impact, justify the importance of taking time off and adds meaning to why we celebrate National Plan for Vacation Day. Your leadership is critical in helping others understand the data and importance of celebrating this day.

Join THE INDUSTRY CHALLENGE

Let’s start a conversation by challenging one another for the most vacation days planned.

- We encourage you to tally the number of vacation days your organization has planned.
- Then, share it on social media and tag another industry group. Be sure to tag U.S. Travel and use [#PlanForVacation](#) so we can see it.

The organization with the most days planned (averaged per organization) wins a day of shameless promotion. U.S. Travel will change our social media header images to promote your destination or travel brand with a congratulatory message.

Do you have what it takes? Can you beat the destination next door, or the travel brand across the country?

Pitch TO LOCAL MEDIA

Our toolkit, research, video and your travel brand or destination’s own b-roll can be integrated in local pitches promoting the National Plan for Vacation Day campaign. Encourage your organization’s leadership to be available for interviews and you can use our suggested talking points and draft pitch when speaking with media.

Pitching local newspapers, radio and television stations is a great way to spread the word.

Promote TO YOUR TEAM

Make sure your team knows your organization’s vacation policy and encourage them to plan out their time off in January for the rest of the year. Talk with your manager and HR on how to improve the culture around time off. Then, be a good role model and schedule your own time off!