

NATIONAL
PLAN FOR
Vacation
DAY

POWERED BY U.S. TRAVEL

JANUARY 25, 2022

HOMEPAGE TAKEOVER GUIDE



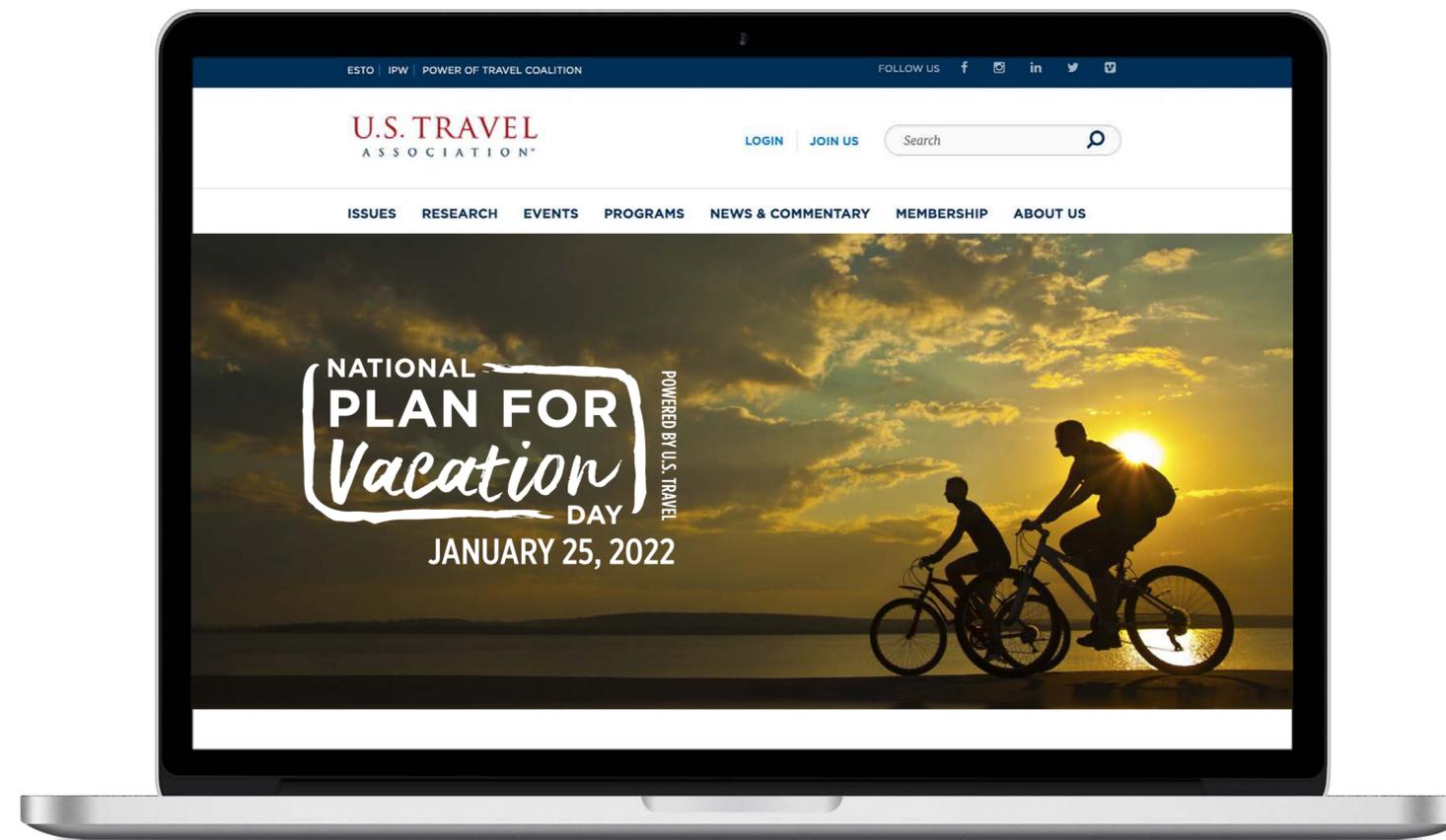
National Plan for Vacation Day (NPVD) will take place on **January 25, 2022**.

You can join the national event by featuring inspirational travel imagery on your website homepage, helping to display unity across the industry and highlighting the importance of taking time off to travel.



If your website features a **hero photo** or **image slider**...

Spotlight **National Plan for Vacation Day** branding with travel-centered imagery at the top of your landing page.

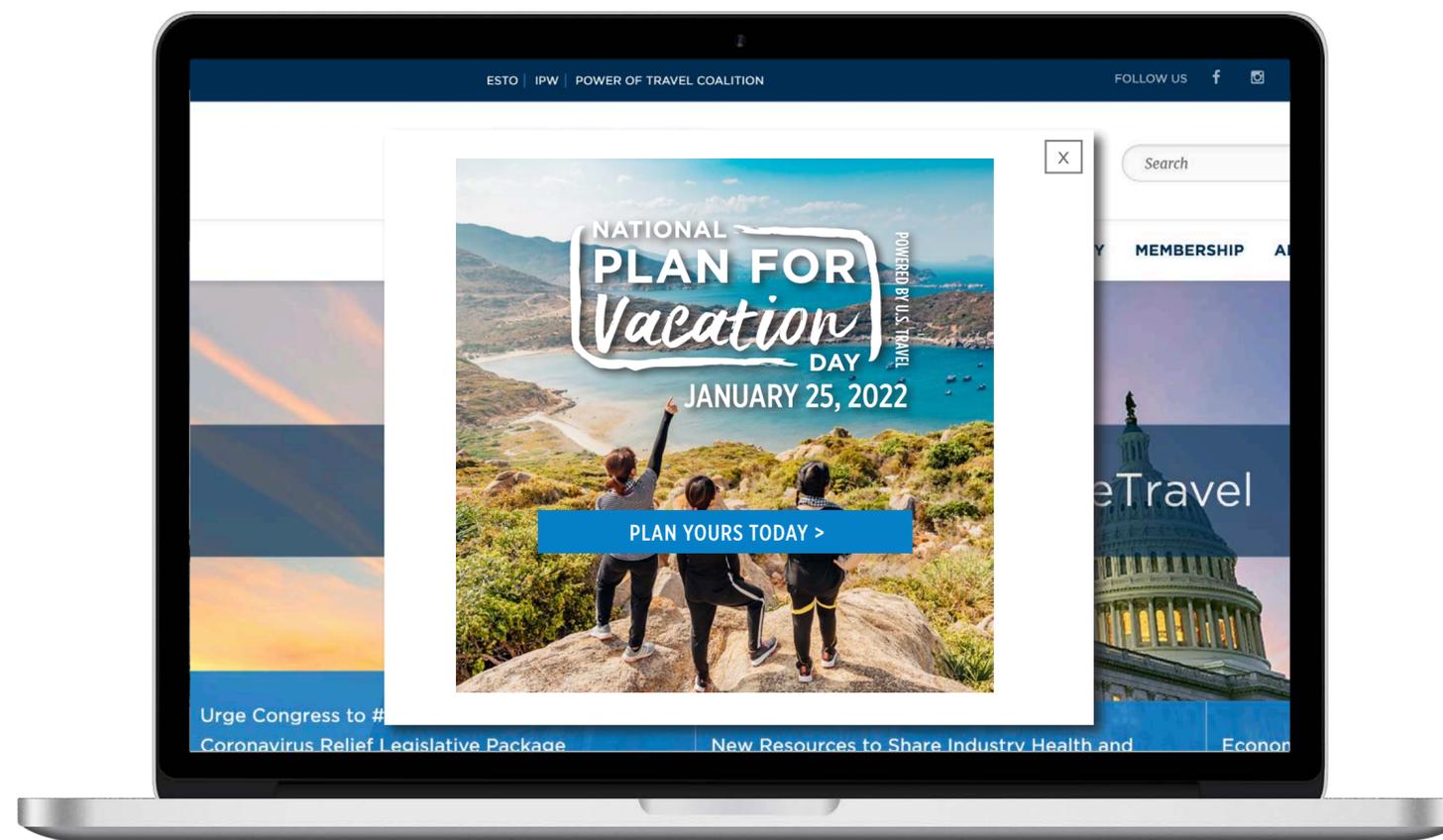


DOWNLOAD THE **NATIONAL PLAN FOR VACATION DAY** LOGO >

If your website is built for **temporary popup messages** (or splash page)...

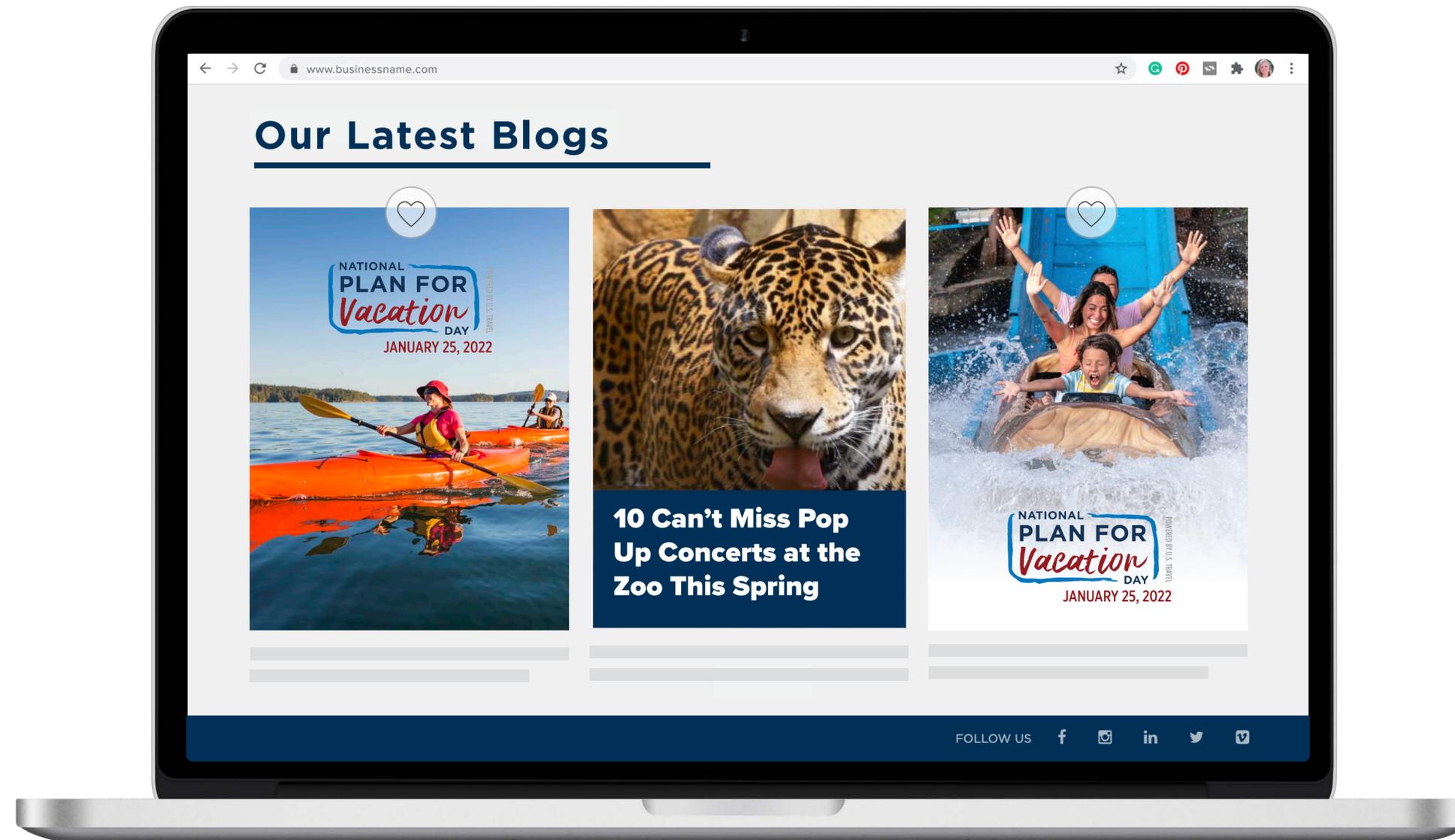
Create a splash page with imagery featuring the **National Plan for Vacation Day** logo.

- Check out: [How to create a splash page](#) (via Wix.com)



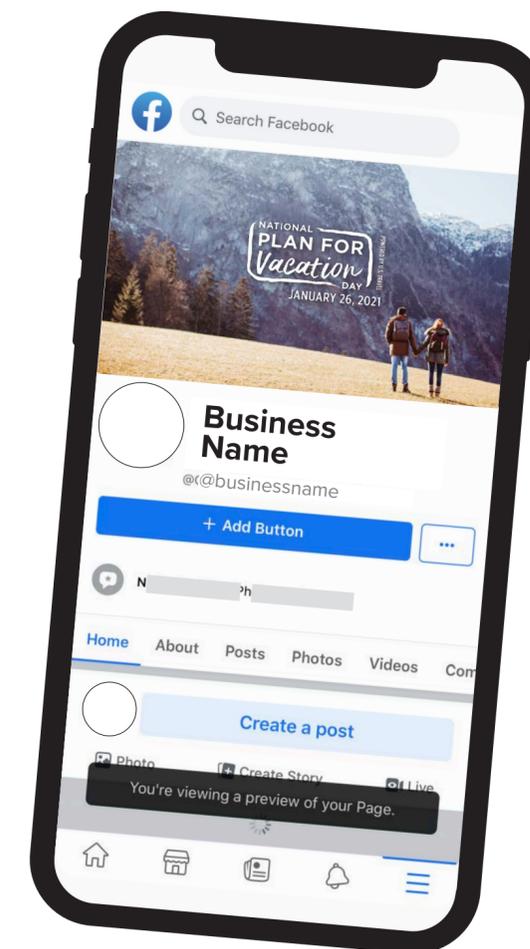
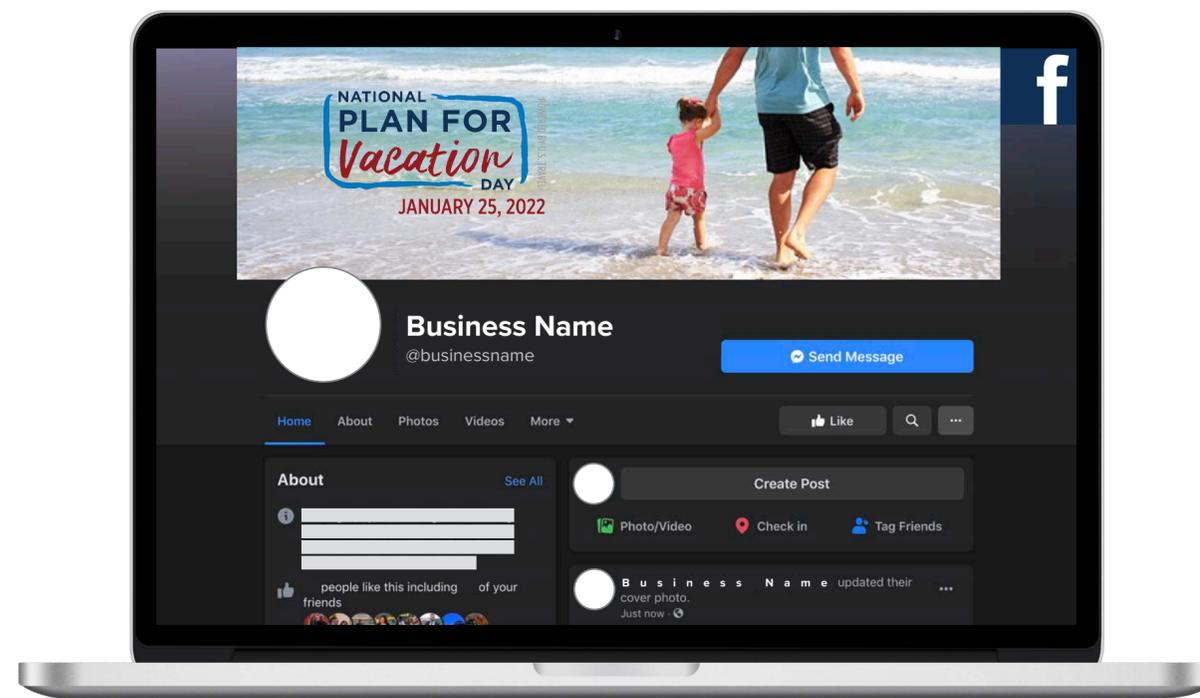
If your website can **spotlight a blog post**...

Publish a vacation planning blog on your site and highlight it on your homepage.



If you want to take engagement to the **next level...**

Carry the message further: Align your social media channels with your website **National Plan for Vacation Day** imagery, calls to action and URLs to drive traffic to the homepage takeover and your destination/brand offerings. Use the NPVD logo to customize social headers across all your channels.



A man and a woman are smiling and looking at a map together. They are standing outdoors near a body of water, with a city skyline visible in the background. The man is wearing a red plaid shirt over a white t-shirt, and the woman is wearing a blue denim shirt. The scene is brightly lit, suggesting a sunny day.

ACCESS THE FULL SUITE OF **NATIONAL PLAN FOR VACATION DAY** RESOURCES >

Reach out to npvd@ustravel.org with questions or for more information.