

National Plan for Vacation Day: Looking Ahead to Brighter Days

[Your business/destination] is excited to announce it is supporting [National Plan for Vacation Day \(NPVD\)](#), the annual day for Americans to plan their vacation for the entire year at the start of the year, on January 26.

Though many Americans are not ready or able to take a trip just yet, there is a [wealth of information](#) that says simply planning a vacation can increase happiness. In fact, 97% of survey respondents say having a trip planned makes them happier—and that’s exactly what we will encourage Americans to do this year.

NPVD is joining forces with the [Let’s Go There](#) initiative to encourage Americans to still plan—or even book—future vacations, or to simply keep their travel flame lit and dream of their next getaway. Let’s Go There is led by a coalition of businesses and organizations, including many of the most recognizable U.S. brands from both within and outside the travel sector. [Your organization’s/destination’s involvement in Let’s Go There.] The straightforward mission of Let’s Go There is perfectly aligned with NPVD: As you plan your future trips, the travel industry is ready to safely welcome you back—when you’re ready.

In 2020, the constraints of the pandemic [resulted](#) in Americans using, on average, just 6.8 earned vacation days for travel. Survey data shows that 84% of Americans are excited to plan a vacation in the next six months, indicating an impending surge in travel demand once conditions improve. With so many great travel deals to be had, savvy vacation planners who are able to book future trips now would be wise to take advantage of these offers—before demand picks up. [Special offers from your business/businesses in your destination.]

Importantly, [your organization/destination] is encouraging Americans to continue to adhere to healthy travel practices—whether one is planning a vacation in the short term or for later this year. U.S. Travel Association’s [Travel Confidently toolkit](#) has a wealth of resources and guidance to encourage safe and healthy travel, which includes wearing a mask, frequent hand washing, maintaining physical distance when possible and staying home if feeling sick.

This year’s NPVD is taking place amid challenging times, but we can still look forward to—and plan for—brighter days. On January 26, use the hashtag #PlanForVacation and tell us where you’re dreaming of traveling to next.

Please [click here](#) to learn more about National Plan for Vacation Day, and [click here](#) to learn more about the Let’s Go There initiative.

