

What is National Plan for Vacation Day?

- National Plan for Vacation Day (NPVD), celebrated on the last Tuesday in January, is a day to encourage Americans to plan their vacation days for **whole** year at the **start** of the year—and inspire them to use those days to travel the USA.
- This year's National Plan for Vacation Day is on **January 26**.
- National Plan for Vacation Day helps highlight the importance of taking time off to travel—both for our personal health and wellbeing and for the overall economic prosperity of our nation.

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

- Since 2015, when the travel industry and partners began tracking American vacation usage, survey findings have continuously shown that vacation days are not being used, negatively affecting health, relationships and companies.
- Survey data also found that those who do plan take more time off and as a result are happier and healthier. Americans also indicated they are happier when they take time off to travel.
- National Plan for Vacation Day aims to inspire more Americans to take time off and use those days to travel.

Who joins NPVD?

- Unifying behind a shared hashtag **#PlanForVacation** that propels a national conversation, we have seen increased engagement year-over-year.
- During NPVD 2020 alone, more than **11,000 organizations and travel influencers** shared **15,250 posts** across all social platforms for a reach of **74 million**.
- Destinations and travel brands are heavily involved, though the federal government, members of Congress, sport teams and consumer brands have also joined in.
- Each year, top media outlets also spotlight vacation usage research and travel inspiration further elevating our collective message.

How do you engage with NPVD?

- Each year, U.S. Travel develops an industrywide toolkit that includes useful resources to prepare for and execute on NPVD.
- Resource materials are primarily guided by survey results provided by Destination Analysts that compiles average number of unused days, how Americans like to use their time off and how using time off to travel can benefit the health and wellbeing of Americans.
- Research findings and toolkit materials can be used in outreach to local media, email marketing, internal communications, social media campaigns and more.

How does NPVD fit in with the industrywide Let's Go There campaign?

- With both initiatives focused on a primary call-to-action for travel planning, NPVD 2021 will serve as the launch date of Phase 3 of the Let's Go There campaign.
- On **January 26** only, the campaigns will join together using **#PlanForVacation** to inspire Americans to say "Let's Go There" and look ahead to lock in future vacations.
- The planning motif will carry forward throughout February, uniting around **#LetsMakePlans** to remind Americans to commit to their days off and future travel by showcasing travel deals and destinations.