

January [XX], 2021

Media Contact: [Insert Contact]

## Celebrate National Plan for Vacation Day with [ORGANIZATION]

[City/State]— As part of National Plan for Vacation on January 26, [Organization] is [Insert activation plan/events/promotion].

National Plan for Vacation Day takes place during the last Tuesday in January as a day to encourage Americans to plan their vacation days for the entire year at the start of the year. While much of the country continues to face rising case numbers and travel restrictions, National Plan for Vacation Day is chance to do what is safe and productive: plan.

National Plan for Vacation Day coincides 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 alive and think about their next trip.

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, whose mission 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.

"It's been a challenging year, and I know we have all missed traveling and exploring our great country," said U.S. Travel President and CEO Roger Dow. "While many are not yet ready or able to take a vacation, we are encouraging Americans to pull out their calendars on January 26 and get a future trip on the books—even if that just means dreaming about your next getaway."

"In the face of so much uncertainty, and with more than 63% of Americans saying they desperately need a vacation, National Plan for Vacation Day is the perfect opportunity for Americans to renew their love of travel and to look ahead to better days."

There is a wealth of information that says simply planning a vacation can increase happiness, with 97% of [survey respondents](#) saying that having a trip planned makes them happier. Further, [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, [Your organization/destination] advises savvy vacation planners who are able to book future trips now to take advantage of these offers before demand picks up. [Special offers from your business/destination].

"[Organization] is celebrating National Plan for Vacation Day to encourage Americans to plan ahead for future travel and take some much-needed time off," said [Spokesperson name, title, organization]. "By committing to planning on January 26, Americans can all enjoy the many benefits of taking a break while giving themselves something to look forward to—and [organization/destination] has some great [deals/ideas] to help you plan your perfect getaway."

[Organization] continues to urge Americans 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.

About [Organization]

[Insert boilerplate "About" language]

