NATIONAL
PLAN FOR
Vacation
DAY
JANUARY 28, 2020

POWERED BY U.S. TRAVEL

Talking Points

What is National Plan for Vacation Day?

- National Plan for Vacation Day, 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 28**.

- National Plan for Vacation Day helps highlight the importance of taking time off to travel—both for our personal health and well-being and for the overall economic prosperity of our nation.

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

- Americans are earning more vacation days (**23.9** on average in 2018 versus **23.2** in 2017), but they're not using them at the same rate—**27.2%** of paid time off went unused in 2018, up from **25.9%** in 2017.

- This comes to the fact that more than half **(55%)** of Americans left vacation time on the table at the end of the year—a total of **768 million** unused vacation days.

- The majority **(83%)** of Americans say it is important to travel with their time off—but they're only using half of their vacation days to do so.

Why is it important for Americans to take time off?

- But the heart of the matter is, taking time off benefits Americans: it's essential to a person's overall well-being: it strengthens personal relationships, improves professional performance and promotes overall health and wellness.

- Additionally, these are days Americans have earned and when they are completely forfeited **(236 million in 2018)** they are losing a key benefit, amounting to **$65.5 billion**. In other words, Americans essentially *donated* an average of **$571** in free work time to their employer.

How does America thrive if more people take time off and travel?

- While it may seem self-serving for this message to be delivered primarily by the travel industry, but when travel thrives, so does America. The **$649.9 billion** in travel spending generated by **1.8 billion** domestic leisure trips supported **5.5 million** American jobs and generated **$100.4 billion** in tax revenue.

- Encouraging time off to travel benefits the U.S. economy, too, as Americans explore their own backyard and see what our country has to offer.

- If Americans used a few more of their days off to travel, it could generate an additional **$151.5 billion** in travel spending—benefiting local businesses and regional economies—and create **2 million** additional American jobs.

How do we help fix the problem?

- The best way to encourage American workers to use all their vacation days—AND to use many of those days to travel—is to **encourage planning** in advance.

- Planners are more likely than non-planners to travel during their vacation days **(76% to 50%)**.

- More than half of planners **(56%)** have taken a vacation in the last six months, compared to just **36%** of non-planners.

- Unfortunately, only **54%** of American households set aside time to plan out their vacation days each year—barely over half.

- That's why National Plan for Vacation Day is so important—it's a day to give Americans the tools and inspiration to plan a years' worth of time off with their families and friends.

What motivates Americans to use time vacation time to travel?

- The answers are what you'd expect: Americans are motivated to use their vacation time to travel if they are aiming to avoid burnout **(28%)**, their friends or family ask them to come on a trip with them **(23%)** or the holidays are approaching **(12%)**.

- Americans recognize the benefits of traveling, too. Some of their favorite reasons for traveling include relaxing/reducing stress **(21%)**, having fun **(19%)** and making memories **(17%)**.

- As you might anticipate, older Americans take more of their time off than younger groups; however, millennials use a greater share of their vacation days to travel.