



- **National Plan for Vacation Day encourages Americans to plan their vacation days for the whole year at the start of the year.**
 - In fact, planners use nearly 13 of their earned days off compared to non-planners, who use just over 8 days on average.
- This National Plan for Vacation Day is different—and more important—than any of the ones that came before it.
- It used to be that Americans did not fully utilize their paid time off for mundane reasons—like they did not plan well enough in advance, or they couldn't tear themselves away from work.
- This year, of course, it is the pandemic that's preventing people from traveling to relax and recharge.
 - **63%** of Americans say they desperately need a vacation.
 - While they earned 17.2 days off last year (on average), they used only 6.8 days for travel (40%).
- This year more than ever, it's important to look ahead to your next trip, for a variety of reasons.
- First and foremost, we all need a break.
 - Data shows that **travel is good for our health and relationships**, and helps us and our kids learn more about the world around us.
 - All of those things can use a boost after the year we've had.
- For another thing, the mere act of planning a vacation gives our psyches a needed lift.
 - An abiding trend is that planners are more likely to be happier overall—and more likely to value and use their time off to travel.
 - **97%** of survey respondents say having a trip planned makes them happier.
 - **71%** report feeling greater energy knowing they have a trip scheduled in the next six months.
 - Substantial academic research finds that **anticipating a vacation brings a positive effect** that rivals being on vacation.
- Finally, there are some material advantages to planning a trip now.
 - All around the industry, there are terrific deals to be had on flights, lodging and packages.
 - When a full reopening becomes possible, there's going to be a tremendous surge in demand for travel as people look to break free of the lockdown doldrums.
 - When people's pent-up desire to travel is finally unleashed, there will be fewer deals to be had.
- The fundamental freedom to travel is one of the aspects of our lives that has been most profoundly changed by the pandemic. We can all do ourselves a favor by looking ahead to our next travel experience.

