

# How to Celebrate if you are a...



## Focus Overview



### ★ City, Local or Regional DMO or State Tourism Office

- Help residents re-discover what makes your destination wonderful by reminding them that a vacation doesn't have to mean an expensive, far-away destination—a little bit of planning can turn into a fantastic staycation or day trip to discover new experiences in a familiar setting.
- Get familiar with [travel patterns](#) by demographic category and create custom itineraries for every traveler and their travel style that encourage them to spend their vacation days exploring your destination.

### ★ National or State Park

Nearly **50% of Americans** say it's extremely or very important to experience the outdoors when traveling.

- While telling Americans to [#FindYourPark](#), tap into the national conversation by also using the [#PlanForVacation](#) hashtag to expand the reach of your messaging.
- Remind fourth-grade teachers and parents about [Every Kid in a Park](#), a program that allows fourth-graders and their entire family to visit any of our country's national parks for free and provides helpful [planning resources](#) for visitors of all ages.

### ★ Travel Business (Hotels, Restaurants, Retail, Car Rentals, Live Entertainment Venues, etc.)

- Partner with your city, local or regional DMO, state tourism office or local chamber of commerce to identify ways you can collaborate with others in your community to offer and promote travel deals, creative itineraries and special deals to visitors looking to plan a vacation in your area.
- Tap into the national conversation when highlighting your business offerings, deals and activities that visitors can see and do when they visit your area by using the hashtag [#PlanForVacation](#) to reach Americans looking for vacation ideas.

# How to *Celebrate* if you are a...



## ★ *Sports Team*

More than **150 million individuals** attended professional sporting events in 2018 across the five major sports leagues.

- 📍 Vacations are a great time to attend a sports game. Partner with your city, local or regional DMO, state tourism office or local chamber of commerce to make sure the home team's schedules are easily available for visitors and local residents alike. Consider discounts or deal packages for those who buy their tickets on NPVD (or the whole month of January).
- 📍 Tap into the national conversation when highlighting your team's schedule and promotional events on social media by using the hashtag **#PlanForVacation** to reach Americans looking for sports-related vacation ideas.

## ★ *Family-Focused Attraction or Experience*

**62% of adults** say that their earliest, most vivid memories are of family vacations taken between the ages of five and 10.

- 📍 Encourage your audiences to make vacation planning a family affair. Provide family-friendly vacation ideas and embed our [Vacation Planning Tool](#) onto your website to help travelers coordinate schedules.
- 📍 Tap into the national conversation by using the hashtag **#PlanForVacation** to share planning tips and ideas for families and encourage them to start vacation planning early.

## ★ *Spa, Wellness Center or Other Physical Activity Attraction*

For **52% of Americans**, relaxing/reducing stress is the primary motivation for using their vacation time to travel.

- 📍 Remind your audience about the health benefits of taking time off. Reference our [latest research](#) about how vacations and days off benefit health and wellness and incorporate those messages into your communications.
- 📍 Tap into the national conversation when highlighting your wellness deals and activities that visitors can enjoy when they visit your area by using the hashtag **#PlanForVacation**.

## ★ *Part of the Meetings, Incentives, Conferences and Exhibitions Industry*

**28% of business travelers** extended at least one business trip for leisure purposes in 2016.

- 📍 Business travel can be a great way for Americans to see the USA. When marketing your events, encourage attendees to partake in the "[bleisure](#)" trend and tack on a day or two to explore the area. Partner with the host city's local tourism organization to offer special discounts for anyone who takes advantage of the time before or after their event to enjoy the city or region.
- 📍 Tap into the national conversation using **#PlanForVacation** when sharing photos of a destination where an upcoming event is being held to inspire vacation planning ideas.

## How to *Celebrate* if you are a...



Nearly **half of Americans (47%)** say it's extremely or very important to visit a historic place or monument when traveling.

### ★ *Historical Site, Museum or Educational Attraction*

- 📍 Partner with organizations and businesses in your community to create customized itineraries of the educational activities and attractions in your area for all ages, interests and abilities. Offer discounted tickets for anyone who pre-orders tickets on NPVD (or the whole month of January).
- 📍 Tie vacation planning into your attraction's theme or topic of expertise. Where did famous historical figures vacation? How has vacation planning changed over time? Incorporate these facts into a blog post or onto your social media channels and tap into the national conversation using **#PlanForVacation**.

### ★ *Travel Writer, Blogger or Social Media Influencer*

In 2018, Americans failed to use **768 million** vacation days.

- 📍 Demonstrate the long-term impact of vacations by sharing stories, memorabilia, old photographs or other cherished memories from trips with family and friends.
- 📍 Remind your audience of how many vacation days Americans leave on the table every year and share what vacations you have planned in 2020.

### ★ *Any American Who Wants to #PlanForVacation*

- 📍 Use our **[Vacation Planning Tool](#)** on or before National Plan for Vacation Day to start mapping out your future travel plans. Run it by your boss and colleagues so they can prepare for you to unplug, then share with friends and family to coordinate schedules and encourage them to plan their time off, too.
- 📍 Consider using your time off to see the USA. America offers something for everyone—no matter your budget, travel style or amount of time off. Explore the **#PlanForVacation** hashtag to get travel-inspired vacation ideas in your own backyard.