

ABOUT NATIONAL PLAN FOR VACATION DAY

National Plan for Vacation Day (NPVD) is a day to encourage Americans to plan their vacation days for the whole year at the start of the year—and inspire them to use those days to explore the USA. NPVD highlights the importance of taking time off to travel—both for personal wellbeing and for the overall economic prosperity of our nation. **Join the conversation on January 31, 2023 to encourage Americans to find joy in planning and looking forward to a future vacation.**

SAMPLE SOCIAL MEDIA COPY

Plug the following social copy into your channels or use as inspiration for your own posts. Remember to use **#PlanForVacation** to join others in the conversation.

- ✓ Happy National **#PlanForVacation** Day! **[Insert plug to visit your destination.]** No matter where this year takes you, find undeniable joy in the process of planning.
- ✓ Burnout might not reset with the new year, but studies show that planning for a trip boosts morale, reduces stress and prevents burnout. **#NPVD** is the perfect opportunity to plan your time away for the year ahead—because we're happier when we **#PlanForVacation**.
- ✓ Overwhelming to-do lists are great motivation (to take a much-needed break). This National **#PlanForVacation** Day, fill up your calendar with new adventures and carve out time that's dedicated to what's most important—you. 📅
- ✓ Happy National **#PlanForVacation** Day! Life is all about the journey, and there's no better journey than planning for a new adventure. So, make those vacation plans and enjoy the ride!
- ✓ Happy National **#PlanForVacation** Day! This year, we hope you plan to visit **[Insert destination.]**! Enjoy **[Insert activity]** and **[Insert activity]** while you're here, but most importantly, take advantage of the benefits—from reducing stress to preventing burn out—of planning for an unforgettable adventure.
- ✓ Turn that excitement into a vacation reality. It's time to **#PlanForVacation** and feel the joy of looking forward to your next adventure.

SAMPLE SOCIAL MEDIA GRAPHICS

