

# CALIFORNIA: THE STATE OF VACATION

By the Numbers

**2018**



PROJECT:TIME OFF

**CALIFORNIANS** live in one of the world's most beautiful vacation destinations — but somehow, we are the worst state when it comes to actually taking our time off.

Golden State residents are forfeiting their paid time off at an alarming rate,

**LEAVING BEHIND  
90 MILLION  
UNUSED VACATION DAYS IN 2016.**

A map of California is shown with a white outline. The southern portion of the state is filled with a solid orange color, while the northern portion is white. The background of the entire image is a dark blue color with a repeating pattern of faint, light blue outlines of California maps.

**61%**

of Californians left  
vacation time on the  
table last year

Compared to

**54%**

of all Americans

WHAT DOES THIS MEAN FOR THE  
GOLDEN STATE'S ECONOMY?

**\$18 BILLION**  
**LOST**  
IN DIRECT SPENDING



CALIFORNIA HAS \$47 BILLION IN PRIVATE  
SECTOR VACATION LIABILITY...

THAT'S AN **AVERAGE** OF

**\$3,461**  
PER EMPLOYEE

# IT'S TIME FOR CALIFORNIANS TO EXPERIENCE THE UPSIDE OF DOWNTIME.

**PROJECT: TIME OFF** can help you and your business:

- Be more productive
- Save money
- Increase your happiness
- Improve your health

For more information on Project: Time Off and the power of travel, visit [projecttimeoff.com](https://projecttimeoff.com) and [travelmattersca.com](https://travelmattersca.com).



**PROJECT:TIME OFF**