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Media Contact: [INSERT CONTACT]

[ORGANIZATION] ENCOURAGES AMERICANS TO PLAN FOR VACATION
Research Shows Planners Take More Vacation, Are Happier

[CITY, STATE (DATE)] — As part of [National Plan for Vacation](#) on January 30, [ORGANIZATION] is [INSERT ACTIVATION PLAN/EVENTS/PROMOTION].

Every year more than half of Americans (54%) fail to use all their time off, creating a stock pile of 662 million unused vacation days. In California, it's even worse with 61% of Californians surrendering a total of more than 90 million unused vacation days annually.

The most effective remedy for American workers who want to use more vacation days is better planning. Yet just over half (54%) of households set aside time to plan the use of their vacation time each year. National Plan for Vacation Day, launched by Project: Time Off, is a call-to-action for Americans to stop making excuses and start making vacation plans.

“[ORGANIZATION] is celebrating National Plan for Vacation Day because it's time for Americans to reclaim their vacation days,” said [SPOKESPERSON NAME, TITLE, ORGANIZATION]. “By planning, we can all reap the benefits of taking a break while giving yourself something to look forward to [AT/IN/WITH ORGANIZATION].”

[ORGANIZATION] is joining Visit California in this grassroots effort encouraging all Americans to declare their vacation days for the rest of the year, at the start of the year — and ideally, to spend that time as a tourist in the Golden State.

Research shows that planners have a distinct advantage over non-planners. Project: Time Off's [The State of American Vacation 2017](#) report found that planners use more of their time, take longer vacations, and are happier.

- 52 percent of planners took all of their vacation time vs. 40 percent of non-planners.
- 75 percent of planners were more likely to take a full week of vacation time or more at a time. Non-planners take significantly fewer days—zero to three—than planners at once (42% to 18%).

- More planners report they are “very” or “extremely” happy with their relationships (83% vs. 70%), health and well-being (57% vs. 48%), company (57% vs. 51%), and job (59% vs. 50%) compared to non-planners.

America’s unused vacation represents a missed economic opportunity. Americans 662 million unused vacation days presents a \$236 billion economic opportunity—a \$18 billion boost for the California economy.

“America’s vacation deprivation shortchanges the time we invest in our personal relationships, undermines our performance at work, and threatens our economic well-being,” said Katie Denis, chief of research and strategy for Project: Time Off. “In 2018, Americans need to plan for their bucket list, instead of the to-do list.”

To help employees get their vacation days on the calendar, Project: Time Off created a [vacation planning tool](#). By simply entering the number of days off earned, users can plot out their trips or vacations for the year, export to their work or personal calendar, and share with their family and co-workers.

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About [ORGANIZATION]

[INSERT BOILERPLATE ABOUT LANGUAGE.]

About Visit California

Visit California is a nonprofit organization with a mission to develop and maintain marketing programs – in partnership with the state’s travel industry – that keep California top-of-mind as a premier travel destination. According to Visit California, spending by travelers totaled \$126.3 billion in 2016 in California, generating 1.1 million jobs in the state and \$10.3 billion in state and local tax revenues. For more information about Visit California and for a free California Official State Visitor's Guide, go to www.visitcalifornia.com. For story ideas, media information, downloadable images, video and more, go to media.visitcalifornia.com.

About National Plan for Vacation Day

National Plan for Vacation Day, celebrated on January 30, is a day to encourage Americans to plan their vacation days for the rest of the year at the start of the year. Launched by the U.S. Travel Association’s Project: Time Off initiative in 2017, National Plan for Vacation Day provides an opportunity to come together at a single moment to rally around the importance of planning for vacation. In its inaugural year, more than 600 organizations, representing all 50 states came together to encourage Americans to plan for vacation. Learn more at ProjectTimeOff.com/Plan and join the conversation online with #PlanForVacation.