

This sample language can be used several ways on **National Plan for Vacation Day** (January 26): as plug-and-play for your social channels to make engagement as easy as possible or as inspiration for you to create your own posts and images that align with campaign tone while also fitting your brand voice.

It's National **#PlanForVacation** Day! What vacation have you been dreaming of?
#LetsMakePlans

Happy National **#PlanForVacation** Day!
#LetsMakePlans and start dreaming for the year ahead.

6 in 10 Americans say they desperately need a vacation. TODAY is your chance to pull out the calendar and start dreaming—it's National **#PlanForVacation** Day.

Ready for a vacation? So are we. The best way to get ahead is to start *planning*.
#PlanForVacation

Today is National **#PlanForVacation** Day! Let's make this the year of new adventures. **#LetsMakePlans**

Happy National **#PlanForVacation** Day! Make a promise to yourself to use all your time off this year.
#LetsMakePlans

57% of American workers say anticipating or planning a vacation makes them happy. Today's your day to dream—it's National **#PlanForVacation** Day!

DYK? People who **#PlanForVacation** are happier with their job, health and wellbeing. Start dreaming of your next adventure TODAY for National Plan for Vacation Day.



[DOWNLOAD ALL SOCIAL GRAPHICS >](#)

[CLICK HERE](#) for additional social media copy to use throughout the **Let's Go There** campaign >