



PROJECT: TIME OFF

NATIONAL

Plan for
Vacation!

DAY

JANUARY 31

POWERED BY PROJECT:TIME OFF

Read now on [TheAtlantic.com](https://www.theatlantic.com)

The Problem of the American Work Martyr

There is blame to go around for America's rapid vacation decline, but there's only one way to fix it.

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How Millennial Trophies Created a Generation of Workaholics

They're not entitled. They're scared. And their vacation behavior tells a different story than stereotypes would have you believe.

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The State of AMERICAN VACATION

EMBARGOED - MAY 23, 2017

2017

COALITION ORGANIZATIONS

AAA	Entertainment Benefits Group	NYC & Company
AARP Services, Inc.	Expedia, Inc.	San Francisco Giants
Amadeo Travel Solutions	Experience Kissimmee	SeaWorld Parks & Entertainment
American Express	Houston First Corporation	Sonoma County Tourism
American Resort Development Association	Hilton	South Carolina Dept. of Parks, Recreation, & Tourism
Best Western Hotels & Resorts	InterContinental Hotels Group	Student & Youth Travel Association
Caesars Entertainment Inc.	Las Vegas Convention and Visitors Authority	Travel Channel
Charleston Area Convention & Visitors Bureau	Las Vegas Sands Corporation	Travel Oregon
Choice Hotels International	Louisiana Office of Tourism	Travel Portland
CityPASS	Maine Tourism Association	Universal Parks & Resorts
Colorado Springs Convention & Visitors Bureau	Marriott International	Virginia Tourism Corporation
Destination DC	Marriott Vacations Worldwide	Visit Annapolis and Anne Arundel County
Diamond Resorts International	MasterCard	Visit California
Disney	MGM Resorts International	Visit Florida
Enterprise Holdings	Myrtle Beach Area Convention and Visitors Bureau	Wyndham Worldwide
	National Retail Federation	



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