

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB Celebrates National Plan for Vacation Day

Rockford region residents and visitors are encouraged to plan their time off

FOR IMMEDIATE RELEASE

January 24, 2017

ROCKFORD, IL — To help fulfill America’s vacation resolutions this year, the Rockford Area Convention & Visitors Bureau (RACVB) is supporting National Plan For Vacation Day by hosting a planning event on January 31 from 11 a.m. – 2 p.m. in the RACVB office located at 102 North Main Street.

Doors will be open for people to grab a snack and plan their time off for the full calendar year. RACVB staff will be on-site to help build itineraries with an assortment of “Where to Explore” informational sheets and the RACVB Visitors Guide including recommended things to do and local places to visit in the Rockford region. All participants who stop by the event will be entered into a drawing for a Rockford-themed staycation giveaway basket valued at over \$500. Follow GoRockford on Facebook, Twitter, Instagram and Snapchat throughout the day as the RACVB Marketing team shares fun facts about the region and several ways to take advantage of personal time off.

Fifty-nine percent of Illinois workers leave vacation time unused (more than the national average). More than half (55%) of Americans do not use all the time off they earn, leading to 658 million unused vacation days a year. If Americans used the 658 million unused vacation days, it would be a \$4.1 billion boost for the Illinois travel economy. National Plan for Vacation Day, launched by Project: Time Off, is a call-to-action for Americans to take back their calendars and plan their time off.

“Studies show that people live happier, more balanced and productive lives when they take their well-deserved time off. Having a healthy work-life balance is essential, and planning to take personal days off in advance gives us all something to look forward to,” said RACVB president/CEO John Groh. “Exploring new places and adventuring out of the everyday routine can establish more creative thinking and help take overall productivity to the next level.”

The single-most important step workers can take to mitigate their fears about taking time off and make vacation possible is to plan their time off in advance. Yet less than half (49%) of households set aside time to plan the use of their vacation time each year.

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Planners have an advantage over non-planners. According to Project: Time Off's [The State of American Vacation 2016](#), planners use more of their time and take longer vacations.

- 51 percent of those who plan took all their vacation time, compared to just 39 percent of non-planners.
- 69 percent of planners took a week or more of vacation, compared to just 46 percent of non-planners.

Time spent planning pays off, according to the report, which also revealed a strong correlation between planning and increased happiness. The amount of vacation time taken showed a clear correlation to happiness at home; the more vacation days used, the lower the home-life stress. Respondents were also happier with their job, company, financial situation, and professional success.

The benefits of vacation go beyond the individual, extending to the organizations that employ them. Project: Time Off [research](#) also found that 89 percent of managers agree that by using time off, employees can de-stress, improve their health and wellbeing, and cut down on sick days and burnout. The majority (84%) of managers also agree that employees return to work after vacation with greater focus and creativity.

"Unused time off is not only a missed opportunity for an individual's health, well-being, and success, but also for businesses who want the best version of their employees," said Gary Oster, Managing Director of Project: Time Off. "National Plan for Vacation Day ensures our hard-earned time off is put to good use for the benefit of all."

About National Plan for Vacation Day

National Plan for Vacation Day is a national observance dedicated to encouraging Americans to plan their vacations for the rest of the year at the start of the year. According to [Project: Time Off](#), a national movement to transform American vacation attitudes and behaviors, individuals who plan their vacation time for the year are more likely to use all their time off and take longer vacations. Learn more at ProjectTimeOff.com/PlanForVacation and join the conversation with #PlanForVacation.

*The mission of the **RACVB** is to drive quality of life and economic growth for our citizens through tourism marketing and destination development. www.gorockford.com*

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FOR MORE INFORMATION:

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