

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## RACVB Supports National Plan for Vacation Day

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

### FOR IMMEDIATE RELEASE

January 25, 2018

**ROCKFORD, IL** — As part of National Plan for Vacation Day on **Tuesday, January 30**, the Rockford Area Convention & Visitors Bureau (RACVB) is launching a takeover on their social media accounts from **8 a.m. to 7 p.m.** This will include itinerary recommendations and other tips and ideas to help residents and visitors plan a fun vacation in the Rockford region.

The RACVB is teaming up with local experts who are featured in the Our City, Our Story video documentary series ([www.ourcityourstory.com](http://www.ourcityourstory.com)) to share their own recommended things to do and local places to visit in the Rockford region. Each post will include a description of who the individual is, their personalized itinerary and the Our City, Our Story video they were featured in. People are encouraged to follow **@GoRockford on Facebook, Twitter and Instagram at 8 a.m., 11 a.m., 1 p.m., 3 p.m. and 7 p.m. on Travel Tuesday, January 30** to find helpful advice and start planning a fun Rockford-themed getaway of their own.

The community is encouraged to take this a step further and join in on the fun by submitting their own customized itineraries of local things to do and places to visit. Participants will automatically be entered in a drawing for a Rockford-themed giveaway basket valued at over \$200. Anyone interested in participating can submit their itinerary ideas to [info@gorockford.com](mailto:info@gorockford.com) by **Tuesday, February 6**.

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.

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.

“RACVB is celebrating National Plan for Vacation Day because taking time off is a major contributor to job retention, healthier lifestyles and overall economic prosperity. The number of vacation days we are losing collectively on a national level is astounding and it’s time to turn this around,” said John Groh, RACVB president/CEO. “With intentional planning, we can all take advantage of much needed down time by exploring new places and discovering new things that in turn make us feel more rejuvenated and productive in the workplace.”

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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 at once—zero to three—than planners (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. In 2016, Illinois tourism generated \$35.1 billion in direct spending, \$2.6 billion in state and local tax revenue and 10,000 jobs. Tourism spending saves the average Illinois household \$1,300 in taxes annually. 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.

“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.

### **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.

*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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