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## **Survey: More Than One Fourth of Employed Americans Do Not Take All The Paid Vacation Time Their Job Offers**

*In Response, The Happy Valley Adventure Bureau Launches 'PTGo' Contest with Two All-Expense Paid Trip Prizes to America's Happiest Destination*

Know Someone Who Needs a Push to Take Their Time off? Nominate Them for a Getaway!

STATE COLLEGE, Pa. — A new national survey commissioned by The Happy Valley Adventure Bureau and conducted online by The Harris Poll, of more than 2,000 U.S. adults ages 18+, has revealed that 27 percent of employed Americans say they do not always take all the paid vacation time their job offers.

"This is bad news across the board," said Fritz Smith, President and CEO of the Happy Valley Adventure Bureau. "It's bad news for businesses, because studies show that time away makes employees more productive and effective. And most of all it's bad news for hard-working Americans, who need to take their PTO to recharge and reconnect with the people they love."

Research conducted by the [U.S. Travel Association](#) also points out a dire issue: Last year, more than 768 million vacation days went unused, 236 million days completely forfeited, which amounted to \$65.5 billion in lost benefits. To do its part to right this wrong, the Happy Valley Adventure Bureau is launching "PTGo," an online contest to inspire workers to use and enjoy their PTO guilt-free.

"If someone you love isn't taking all their PTO - and our survey found that more than half (50%) of Americans know someone who doesn't take all their paid vacation time - you can nominate them for a free, all-expense paid trip to Happy Valley - because there's no better place to recharge than Happy Valley," Smith said.

"From our beautiful valleys to pristine brooks to a robust craft beverage scene to culinary options to please a variety of palates; it's the perfect place to relax," said Smith. "And when you're looking to recharge with culture and entertainment, the renowned Penn State University campus attracts big-city events with a small-town feel. No wonder many of our communities are rated highly as places to live and visit."

The survey results highlight several key findings:

- Nearly three in ten employed Americans (27 percent) do not take all the paid vacation time their job offers.
- Nearly half of Americans (46 percent) know someone who regularly leaves a week or more paid vacation time unused.
- About one in three Americans (32 percent) worry that their work would not get done if they took vacation time.

"For years we have known that, compared to many other countries, Americans do a terrible job at taking time off from work, and this research validates that," said Smith. "Our hope is that businesses across the country encourage their employees to use all the paid time off they have earned...Not only will their staff feel refreshed and re-energized after a vacation, but businesses as a whole will experience an [overall boost](#) in productivity."

The "PTGo" (Go Somewhere with your PTO) Contest will launch Feb. 5. Travel expert and host of *The Jet Set* [Bobby Laurie](#) will serve as celebrity judge for the PTGo Contest and select winners later this spring. Laurie co-hosts *Frequent Traveler* on CNN Airport Network and regularly appears as a travel contributor on *TODAY*, *Dr. Oz*, *Inside Edition*, iHeartRadio and more. The winners of the contest, which will be revealed after the contest ends on March 15, will win an all-expense paid trip to Happy Valley, the idyllic Centre County, Pennsylvania destination that is routinely ranked as one of the [best counties for families](#).

"I know that sometimes you just need that push from a friend to take the time away from work, that's why I'm so happy to be tapped by the Happy Valley Adventure Bureau as a judge for the PTGo contest," said Bobby Laurie. "If you've been waiting for that nudge or know someone who needs it – this is a perfect opportunity to make it happen and plan a visit to Happy Valley."

Participants are invited to enter the PTGo Contest in three ways. Guests can submit nominations with photos and videos online at [www.ptgocontest.com](http://www.ptgocontest.com). On Twitter, participants must post a photo or video on why they deserve to win include @HappyValleyAdv and the campaign hashtag #PTGoContest. On Instagram, entrants must post a photo or video and tag @HappyValleyPA and #PTGoContest.

To learn more about the Happy Valley Adventure Bureau's PTGo Contest, please visit [www.ptgocontest.com](http://www.ptgocontest.com).

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### **About The Harris Poll**

The Harris Poll is one of the longest-running surveys in the U.S. tracking public opinion, motivations and social sentiment since 1963 that is now part of Harris Insights Analytics, a global consulting and market research firm that strives to reveal the authentic values of modern society to inspire leaders to create a better tomorrow. We work with clients in three primary areas; building twenty-first-century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. Our mission is to provide insights and advisory to help leaders make the best decisions possible. To learn more, please [visit theharrispoll.com](http://theharrispoll.com).

### **Survey Method**

This survey was conducted online within the United States by The Harris Poll on behalf of The Happy Valley Adventure Bureau from January 6 – 8, 2020 among 2,007 U.S. adults ages 18 and older, among whom 1,186 are employed. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact Dan Pettine at [dpettine@a-g.com](mailto:dpettine@a-g.com).

### **About The Happy Valley Adventure Bureau**

The Happy Valley Adventure Bureau (HVAB) is a nonprofit, membership-based organization committed to the fundamental principle that conventions and visitors can be more effectively attracted to our area through "coordinated group action" rather than independent action. The bureau's mission is to develop, promote, and engage in travel related activities and coordinate visitor services designed to enhance the economic activity and quality of life within the county and thereby contribute to the commonwealth. For more information, please visit [www.visitpennstate.org](http://www.visitpennstate.org).