



PUBLIC RELATIONS EDITORIAL CALENDAR JANUARY - JUNE 2021

HEADLINE	DESCRIPTION	CONTENT SUBMISSION REQUEST	CONTENT SUBMISSION DUE DATE
JANUARY			
Exclusive & Private Places to Spend Valentine's Day	Romantic getaways get even more special with private experiences, secluded locales and special touches. Include any special offerings or packages for Valentine's Day.	January 5	January 11
The Road Less Traveled: Unknown Spring Road Trips	What are the hidden gems and lesser known road trip routes that go through your destination? Share the best routes for the spring for road trippers.	January 5	January 11
How to Dine in California NOW	Share any new restaurant openings, innovations, opportunities or tips for dining out (or ordering in) for the New Year.	January 5	January 11
New 2021 Instagram Views	Send in all things new and Instagrammable across California - hotels, restaurants, parklets, views, and more.	January 5	January 11
FEBRUARY			
Immersive Travel: How to REALLY Visit Your Destination	With a trend toward slower travel and more flexibly lifestyles, visitors may find themselves staying places longer to really experience what its like to live like a local. How is your destination or hotel positioning itself as an immersive travel option? Complete but succinct itineraries welcome.	February 2	February 8
Culture-Filled Getaways	As travelers start to get back to museums, highlight any newsworthy culture trips, new openings and exhibits or updated experiences.	February 2	February 8
Socially Distanced Spring Blooms	Showcase where to spend spring safely and sustainably as flowers begin to bloom across California.	February 2	February 8
Learn to Cook (and Eat) Like a Californian	The California culinary experience is best when you can taste it for yourself. Focus on experiences like cooking classes (in-person or virtual), walking food tours, u-pick farms, wine tasting, beer making, etc.	February 2	February 8
MARCH			
Earth Day in California	Highlight the best beach and park clean-ups in California where visitors can give back to Mother Earth.	March 2	March 8
Best California Lakes to Visit	California's sunny beaches are rivaled only by its sparkling lakes. Share the best lakes in your destination along with corresponding camping options and RV parks nearby.	March 2	March 8

New Family Travel Experiences	Send in new and exciting travel ideas to help families plan the perfect getaway with something for everyone.	March 2	March 8
First of the Season	From avocados to asparagus and Pixies to pluots, what are the spring specialty crops in your destination, the best farmers markets to get them and the best restaurants to taste them.	March 2	March 8
APRIL			
Memorial Day Getaways & Deals	The unofficial start to summer is almost here. Share affordable deals in California tied to destinations to kick off the season.	April 6	April 12
Best Places to Golf in California	With the 2021 U.S. Open coming to La Jolla, showcase the best golf destinations and courses across the state.	April 6	April 12
See Yourself Outside	Representation is an important part of inspiration. Focus on minority-owned outdoor businesses, guides and tour companies + local resources for travelers that make underrepresented communities feel at home outside.	April 6	April 12
Best Botanical Gardens	Botanical gardens across the state give visitors a glimpse of California's varied landscapes as well as flora and fauna from further afield. Share what's special about your destination's botanical garden.	April 6	April 12
MAY			
Where to Celebrate Pride in California	Highlight the state's best Pride celebrations and parades, along with details on your destination's history with Pride.	May 4	May 10
Hold Your Own Summer Olympics in California	As the 2021 Summer Olympics kicks off, what are the best places in California to play summer sports like beach volleyball and surfing.	May 4	May 10
Where to Celebrate Juneteenth	Share experiences highlighting the Juneteenth holiday, including the best place to go, eat and stay.	May 4	May 10
Outdoor Dining & Drinking	Al fresco season is coming! Where are the best places to dine and drink outdoors this summer?	May 4	May 10
JUNE			
Off the Coast: Activities at Sea	Whether its sailing, sport fishing, sea kayaking or whale watching there's an off-shore activity for everyone. Share the best ways to get out on the water in your destination and how visitors can book them.	June 1	June 7
Food Trucks and Roadside Must-eats	The summer road trip is fueled by delicious roadside eats, while mobile food trucks make the trip for you. What are California's can't-miss must-haves when it comes to food trucks and road trip pit stops?	June 1	June 7