



PUBLIC RELATIONS EDITORIAL CALENDAR
JANUARY – JUNE 2022

HEADLINE	DESCRIPTION	CONTENT SUBMISSION REQUEST	CONTENT SUBMISSION DUE DATE
JANUARY			
Where to Ride/Run	What are the best places to exercise outdoors in your destination? Are there amazing views? What about local groups that visitors can get involved with during their stay?	January 11	January 17
Award Season/Filming Locations	With award season near, what are your destination's ties to current nominees/winners? Are there famous spots or celebrity-owned locations?	January 11	January 17
FEBRUARY			
Spring Break Family Travel	Family vacations during Spring Break are back. With an eye on the current state of the pandemic, what are your destinations doing to cater to families?	February 8	February 14
Digital Detox	Where are the best places for those looking to disconnect from their screens/devices for a while? Are there locations and businesses where WiFi is unavailable or discouraged?	February 8	February 14
Earth Day Celebrations	Continue the conversation on how California is leading the way curbing climate change. Showcase what's new in sustainability throughout 2022.	February 8	February 14
Innovation Outside of Silicon Valley	Silicon Valley is widely known for its thriving tech scene, but who else is shining across the state? We'll spotlight the lesser-known destinations making waves in the innovation space from a tourism lens.	February 8	February 14



PUBLIC RELATIONS EDITORIAL CALENDAR
JANUARY – JUNE 2022

HEADLINE	DESCRIPTION	CONTENT SUBMISSION REQUEST	CONTENT SUBMISSION DUE DATE
MARCH			
Locals Spotlight	People make the destinations. Who are some of the influential people in your destination that make your tourism product better?	March 1	March 9
Undiscovered Food Scenes	Tell the story of California’s under-the-radar flourishing food scenes, from mountain towns to agricultural havens, with unexpected and unique culinary histories, international flare and hidden gems that rival some of the state’s top restaurants.	March 1	March 9
California Tourism Month / National Travel & Tourism Week	Submit celebrations and commemorations happening across the state for California Tourism Month and/or National Travel & Tourism Week (May 1-7).	March 1	March 9
APRIL			
Music Festivals	What upcoming music festivals are worthy of building an itinerary around?	April 5	April 13
Glamping Destinations	As travelers look to get out into open spaces more, what are the best current options for glamping in your destination?	April 5	April 13
Pride Month Celebrations	Share California celebrations, LGBTQ-owned businesses, Pride events, festivals, etc. happening in your destination.	April 5	April 13
Feel Good Travel	How can travelers embrace “regenerative tourism” and be respectful of the destinations they visit? Which businesses have embraced sustainable practices?	April 5	April 13



PUBLIC RELATIONS EDITORIAL CALENDAR
JANUARY – JUNE 2022

HEADLINE	DESCRIPTION	CONTENT SUBMISSION REQUEST	CONTENT SUBMISSION DUE DATE
MAY			
California Craft Beer	How has the craft beer industry fared during the pandemic? What are the current hot spots in your destination? Are there specific beers visitors will want to seek out?	May 3	May 11
Active Adventure	What are the unique ways thrill-seeking visitors can get their kicks?	May 3	May 11
What's New in Wellness	With the extended stress of the pandemic, personal well-being continues to be in-demand for travelers. What new options are out there for those looking to rejuvenate and focus?	May 3	May 11
Summer of Sun	Round-up of all the deals and destinations primed for summer exploration throughout California.	May 3	May 11
JUNE			
Sunrise/Sunset Spots	Summer is the perfect time for photographers to capture the Golden State. What are the best places to snap that perfect sunrise/sunset photo?	June 7	June 15
Design: Art to Architecture	From art to architecture, what interesting design features does your destination feature? From iconic landmarks to local quirks, show off the designs that separate you from the crowd.	June 7	June 15