



PUBLIC RELATIONS EDITORIAL CALENDAR  
JULY – DECEMBER 2021

HEADLINE	DESCRIPTION	CONTENT SUBMISSION REQUEST	CONTENT SUBMISSION DUE DATE
<b>JULY</b>			
Parents-Only Getaway	After being at home for over a year, the kids are headed back to school, which means parents are finally getting a break! Are there any new romance packages, adults-only experiences, etc. in your destination that are perfect for a parents-only weekend?	July 6	July 12
End-of-Summer Family Travel	With the school year approaching, families are looking to plan one last trip. Submit information about why your destination is a great choice for a family vacation, including educational experiences that will get kids back in the learning mindset. Include hotel packages and deals for Labor Day weekend.	July 6	July 12
<b>AUGUST</b>			
Where to go in 2022	What new offerings will visitors be able to enjoy in your destination in 2022? Please share information and projected opening dates for any new notable hotels, restaurants, attractions and experiences.	August 3	August 9
California Events are Back	Visitors and locals alike have eagerly awaited the return of in-person events. Share information about any popular or under-the-radar events that are returning to your destination, including any information guests should know about ticket prices, reservations, etc.	August 3	August 9
Historic Music Venues	Many of California’s historic music venues struggled throughout the pandemic. With the return of live entertainment, please share which venues are still open in your destination and any details about what makes them a special part of California’s history and music culture.	August 3	August 9
<b>SEPTEMBER</b>			
Halloween Festivities	Halloween in California is all about hayrides, pumpkin patches, and family friendly festivities, but it’s also about finding the best haunted house or adults-only party. What new or iconic offerings in your destination should visitors be on the lookout for this Halloween season?	September 7	September 13

Dine Globally in California	California's culinary scene is world-renowned. In advance of World Food Day and International Chefs Day, submit information about local chefs, restaurants and recipes that are known for their global flare.	September 7	September 13
Agritourism in California	National Farmers Day is in October, making fall a great time to celebrate California's agricultural bounty. Share information about overnight farm stays, unique farm experiences, u-pick opportunities and more. We are especially interested in new sustainability pushes in the agritourism space.	September 7	September 13
<b>OCTOBER</b>			
California's Holiday Spirit	With the holidays rapidly approaching, visitors are starting to plan their winter vacations. Where in California can visitors have the ultimate "holiday Hallmark experience"? Please be sure to include descriptions of any must-visit neighborhoods, specific events, etc.	October 5	October 11
Thanksgiving and Gratitude	As we close out another year, there is so much to be grateful for – including everything the tourism industry is doing for its local community. Please share information about how local businesses in your destination are giving back.	October 5	October 11
Winter in California	What makes your destination great for a winter getaway? Please include any timely experiences, new après ski offerings, etc.	October 5	October 11
<b>NOVEMBER</b>			
New Year's Eve	Submit information about the best ways for visitors to celebrate New Year's Eve in your destination, such as chef dinners, hotel packages or community events. Include information about Lunar New Year celebrations as well.	November 2	November 8
California's Sustainable Wineries	Sustainability is an important facet of California's agriculture, including its world-renowned wine regions. Please highlight the best biodynamic and organic wineries in your destination, including information about local winemakers and any innovative measures they are implementing.	November 2	November 8
<b>DECEMBER</b>			
Wellness and Detox Travel	What are the new wellness and detox trends in your destination? With a new year just around the corner, we are looking for information about wellness-centered vacation offerings.	December 7	December 13
Diversity Across California's Tourism Businesses	All dreams are welcome in California, and diversity is an integral part of the state's identity. Please help us showcase local businesses where visitors can experience the Golden State's diversity firsthand.	December 7	December 13
What's Old and Still Worth Visiting	What historic locations in your destination are worth visiting? These can be nationally recognized sites or historic hotels, or under-the-radar favorites that have become part of your destination's identity.	December 7	December 13



## PUBLIC RELATIONS EDITORIAL CALENDAR JANUARY – JUNE 2022 SNAPSHOT

Story idea topics for January – June will be determined at a later date to ensure Visit California is addressing timely content needs and staying aligned with editorial trends. The below snapshot is subject to change, and the final January – June 2022 calendar will be released in late 2021.

JANUARY	FEBRUARY	MARCH
California's Cultural Hotspots	Accessible Destinations	Must-Try Cocktails and Where to Get Them Undiscovered Nature in The Gateway Cities
APRIL	MAY	JUNE
Alternative Summer Spots California's Music Festivals	California Road Trip Republic Most Walkable Cities	