



FY22 Public Relations Editorial Calendar

**these topics are subject to change*

July:

The Most Unique Ways to Experience Fall Colors: Highlighting the beauty of Colorado during the fall months with information on places and activities that showcase the state's landscapes with a vast array of fall colors and creative ways to experience the season including scenic drives/road trips, farms/agritourism, fall events/festivals and more.

August:

Spotlight on Colorado's Urban Destinations: As travel returns to urban areas, Colorado's cities and metro areas are welcoming travelers back with new attractions, lodging offerings, arts and cultural programming, inspired eats and more.

September:

What's New for Winter in Colorado: Highlighting new events, restaurants, attractions, lodging offerings and more for winter 2021/22.

October:

The Colorado Holiday Season Welcomes Back Winter Events: Highlighting the return of holiday celebrations and winter events.

November:

Winter Rides & Warm-Ups: A round-up of thrilling snow-oriented rides (i.e. skijoring, mountain coasters, winter jeeping, snowcat adventures, snowmobiling, tubing, skiing etc.) alongside unique après-"ride" options at cozy watering holes.

OR

Ways to Experience the Thrill of the Winter Olympics in Colorado: With the 2022 Winter Olympics coming to Beijing, Colorado has a plethora of ways for visitors to experience winter Olympic sports firsthand, watch Olympians train and compete and explore the history of the games in Olympic City USA.

December:

Top Reasons to Visit Colorado's Parks and Public Lands in the Winter: Highlighting what's special about Colorado's public lands, national, state and local parks in the winter and the advantages to visiting at this time: Fewer crowds; wildlife watching; full-moon programs; cabins and yurts etc.

January:

Spring Break 2022: Highlighting the top spring break events, offerings and packages from across the state for both on and off the slopes. Include a spring arts and culture section.

February:

What's New for Summer in Colorado: Highlighting new events, restaurants, attractions, lodging offerings and more for summer 2022.

March:

Do Colorado Right/Low Impact Travel: In advance of Earth Day in April, this release will highlight the top ecotours, sustainability offerings and ways to give back in Colorado while protecting our landscapes and educating guests on how to Do Colorado Right.

April:

Colorado Bucketlist Road Trips: Highlighting lesser-known roadtrips to explore each of the state's travel regions with bucketlist stops and experiences along the way.

May:

Colorado For All: Highlighting all of the ways Colorado is an inclusive and welcoming state in advance of Juneteenth and Pride Month in June.

June:

Always Out of Office: Highlighting a variety of ways that travelers can work and play across Colorado through extended stays and digital nomad offerings.