

**VIRGINIA IS FOR LOVERS**  
**2018 Content Marketing Calendar**

**January**

- Winter Activities
- January Events
- [Crush Friday – Launch](#)
- Big Concerts - January
- What's New in 2018
- 2018 Travel Guide Announcement
- Cabins for Winter Getaways
- Bed & Breakfast - Romance
- Virginia Mountain Resorts
- Winter Sports
- Winter Hikes
- Restaurant Weeks
- Save the Date 2018 Big Festivals
- 2018 Travel Ideas - Music
- 2018 Running/Bicycling Events through Summer
- Museum Exhibits On Display
- Virginia Artisans Trails
- Foodie Towns
- Main Street Communities
- Romantic Getaways
- Ice Skating
- Craft Beer Towns
- NOVA Music Scene
- LOVEWorks
- National Plan for Vacation Day
- Appalachian Trail
- Historic Churches
- Winter Winery Visits
- Coffee Shops
- Fee Free Days – National Parks
- Hot Springs & Spas
- Weddings
- Skiing
- Travel Deals

Last Updated: Dec 12, 2017

## **February**

- February Events
- Crush Friday
- Big Concerts - February
- Romantic Destinations
- Black History Month
- Valentine's Day
- Presidents Day
- Presidential Homes & Places of Interest
- Boutique Hotels
- Coastal Virginia Getaways
- Fine Dining Favorites
- Engagement Spots
- Wedding Venues
- LoveWorks
- Save the Date 2018 Spring Festivals
- Travel Deals (Spring, History, Outdoors)
- Chocolate Lovers
- Wines & Valentines
- Virginia Resorts for Romance
- Breakfast & Brunch
- Tea Rooms
- Oyster Trail
- Horseback Riding
- Small Towns in SWVA
- 2019 Virginia to America Videos

## **March**

- March Events
- Big Concerts - March
- Crush Friday
- Spring Festivals and Events (Late)
- Spring Scenic Drives
- Women History Month
- St Patrick's Day
- Spring Hikes
- Coastal Vacation Rentals  
(Reserve now)
- March Travel Deals
- Save the Date 2018 Music Festivals
- Bed & Breakfast Spring Getaways
- Spring Break for Families
- What's New – Theme Parks
- Family Friendly Museums
- Breweries and Music
- Distilleries and History
- Bicycling Trails
- Music Towns
- NASCAR / Motorsports
- Golf – Spring Packages
- State Parks – Spring
- LOVEworks
- Natural Wonders
- Virginia Arts Festival
- River Festivals
- Mountain Rental Properties
- Summer Camping Ideas
- Colonial History
- Coal Heritage
- ATV Trails
- Virginia Artisans / Trails
- Historic Sites – Frontier / Pioneer
- 2019 Virginia to America Stories

## **April**

- April Events
- Big Concerts – April
- Crush Fridays
- Vineyard Month
- Virginia Performing Arts
- Coastal/Beach – Vacation Planning & Deals
- Spring Scenic Spots
- Green – Earth Day / Month
- Easter
- State Parks Series
- Spring Festivals
- Music Scene Southern / SouthWest
- Spring Drives
- Spring Wine Tastings & Events
- Virginia Garden Week / Garden Month
- Mountain Biking
- Spring Hikes
- Craft Beer Towns
- Main Street Communities
- Caverns
- Pet-Friendly Hikes
- Jazz Appreciation Month
- Summer Vacation Ideas
- Views - Mountain Flowers/Fauna
- Lesser-Known Summer Getaway Ideas
- Cabin Rentals – Summer Promo
- Virginia’s Rivers
- Virginia Lake Getaways
- Fishing – Rivers & Lakes
- SNP and BRP
- Music Venues
- Wildflowers
- Breweries Round Up
- Motorcycle Rides – Tours and Routes
- Motor Racing Month - Virginia

## May

- May Events & Festivals
- Big Concerts – May
- Crush Friday
- Tourism Week
- Summer Festivals
- Cool Places for Kids
- Summer Camping
- Memorial Day – Commemoration Events
- Kayaking and Paddle-sports
- Summer Hikes
- Waterfall Hikes
- Golf Month
- Music Scene Central and Shenandoah Valley
- Pet Month – Pet-friendly getaways
- LoveWorks Trails
- Theme Parks
- State Parks
- National Parks
- Local Regional Parks
- Beach
- Mother’s Day
- Kids to Parks Day
- Bike Month
- Craft Beer Events and Festivals
- Farmers Markets
- BBQ Month
- Hamburger Month
- Summer Travel Deals
- Music Heritage
- Fishing – Coastal
- Marinas
- Virginia Resorts
- Lakes
- Coastal Cuisine
- Patio Dining
- Interstate Detours (95, 64, 81, 77, 66) – Things to Do, Alternate Routes, Restaurants
- 2019 Digital Trail Launch

## June

- June Events & Festivals
- Big Concerts - June
- Great Outdoors Month
- Crush Friday
- Seafood Month
- Wineries – Outdoor /Scenic
- Adventures with Friends
- Adventures for Couples
- Adventures for Families
- Must Do Hikes
- Waterparks
- Backpacking Trips
- 4<sup>th</sup> of July (end – parades, events)
- Music Scene Coastal
- Craft Beer Favorites
- National Trails Day
- Backyard Campout
- Waterfront Restaurants
- Paddle Sports
- Favorite Beaches
- LGBT Pride Events
- Lesser-Known Beach
- Road to Revolution
- Mountains of Music – SWVA
- Farmland Scenic Drives
- AT Communities
- Main Street Communities
- Summer Music Venues
- Family Friendly Hikes and Bikes
- ATV
- County Fairs

## July

- July Events & Festivals
- Big Concerts - July
- Crush Fridays
- 4<sup>th</sup> of July –Fireworks & Parades
- Weekend Getaways
- Ice Cream Month
- Hot Dog Month
- Picnic Month
- Parks
- Water Parks
- Swimming Holes
- Beach
- National Parks
- Wine Trails
- Virginia Mountains
- Caverns
- County Fairs

## **August**

- Aug Events & Festivals
- Big Concerts – August
- Crush Fridays
- Craft Beer Month
- Virginia Musicians
- Travel Deals
- Late Summer Road Trips
- Late Summer Packages
- Early Fall Travel Ideas
- Virginia Landmarks
- Resorts
- Cottages & Cabins – Fall Reservations
- Save the Date - Fall Music Festivals
- Labor Day
- Theme Parks/Water Parks
- State Parks
- Rails to Trails
- Motorsports

## **Sept**

- Sept Events & Festivals
- Big Concerts – September
- Crush Friday
- Breakfast & Brunches
- 48 Hour Fall Getaways
- Outdoors – Hiking, Waterfalls, Paddlesports
- Apple Picking
- Corn Mazes
- Fall Farmers Markets
- Wine Month
- Food Festivals
- Scenic Drives
- Cottages & Cabins
- Fall Camping & Glamping
- B&B's Romance, Wineries, Scenic Vistas
- Fall for Kids & Families
- Boutique Hotels for Fall
- Destination Restaurants Fall
- Fall Romance Destinations
- Fall Towns
- Fall Golf
- Virginia Lakes
- LGBT Pride Events
- Rail Heritage
- Theme Parks – Halloween
- Waterfalls – Fall
- Fall Culinary – Agritourism
- College Football Tailgating

## **October**

- Oct Events & Festivals
- Big Concerts – October
- Crush Fridays
- Fall Foliage Reports
- Artisan Trails
- Archaeology Month
- Fall Festivals (Food, Music, Harvest, Fairs)
- Wine Month
- Wine (Tasting Rooms, Outdoors, Couples, Vintners)
- 48 Hour Getaways (Romance, Family, Food/Wine, Coastal)
- Apple Picking and Related Events
- Travel Packages / Deals (B&B's, Hotels, Others)
- Scenic Drives
- ATV Trails
- B&B's w/ Scenic Views
- Fall Hikes (Waterfalls, Fire Towers)
- Fall Outdoor Adventure (Zip Lines, Biking, Rock Climbing)
- Lakes & Rivers
- Swinging Bridges
- Walkable Cities
- Fall Hidden Gems
- Wildlife Watching in Mountains
- History – Fall Icons
- Cool Places for Kids Fall
- VA's Tallest Mountains
- Fall Fishing
- Pumpkin Picking & Corn Mazes
- Halloween
- American Craft Week

## **November**

- Nov Events & Festivals
- Big Concerts – November
- Crush Friday
- Oyster Month #vaoysters
- Cider Week #vacider
- Veteran’s Day – Military Appreciation
- Holiday Travel Packages/Deals #vaholidays
- Romantic Getaways
- Late Fall – Coastal and Piedmont
- Cozy Cabins for Holidays/Winter
- Heartwarming Getaways
- Thanksgiving events
- Virginia Historic Sites
- On Display – Museum Exhibits
- Virginia Landmarks
- Holiday Home Tours
- 100 Miles of Lights
- Scenic Drives (early Nov)
- Virginia Caverns
- Christmas Tree Farms
- Rails to Trails
- Destination Restaurants – Holidays
- Culinary – BBQ, Pizza, Pie,
- Holiday Winery Visits
- Holiday Brewery Visits
- Weddings
- Shopping – Local, Walking, VA Gift Guide
- Hot Drinks
- Eight Wonders of Virginia

## **December**

- Dec Events & Festivals
- Big Concerts - December
- Crush Friday
- 100 Miles of Lights
- New Year's Eve & First Nights
- Winter Resorts
- Winter Sports
- Historic Home Tours
- Music Venues
- Culinary Holidays
- Ice Skating Rinks
- Tacky Light Tours & Packages
- Holiday Dining Hotspots
- Holiday Concerts – Performances
- Model Trains
- Handcrafted Holidays – Artisans
- Winter in VA
- Heartwarming Getaways
- Holiday Brews
- Skiing