Editorial Calendar 2019-20

*Please note that some markets will only be sending out releases on a quarterly basis.

Written in July 2019 – In market for September 2019
- Germany: Florida’s craziest road trip. The most outstanding sightseeing offers you have got in your destination. Ghost tours, Crime tours, the crazier the better!

Written in August 2019 – In market for October 2019
- China: Florida's most iconic resorts | VISIT FLORIDA China Website Launch
- Domestic: Fall Festivals & Events in Florida.
- Germany: Fall in Florida. We make fun about Florida not having any seasons but summer. But what is there to do in fall? The best reasons to check out the Sunshine State between summer and winter.

Written in September 2019 – In market for November 2019
- Brazil: Fall Festivals | Holiday Shopping
- Canada: What's New 2020
- Domestic: Hispanic Heritage Month events and experiences
- Mexico: Fall Festivals & Events in Florida.
- UK: What's New 2020

Written in October 2019 – In market for December 2019
- Canada: Outdoor Everything - new and unique outdoor experiences for winter
- Domestic: Outdoor Everything - new and unique outdoor experiences for winter | Holiday Happenings in Florida
- Mexico: Christmas and New Year Celebrations in Florida
- UK: Sustainable initiatives in Florida

Written in November 2019 – In market for January 2020
- Brazil: What's New in 2020
- Domestic: What's New in 2020 | The Roaring 20's History - 1920's Florida Land Bloom history and historical travel experiences
- Germany: Architecture gone wild. There are many fascinating buildings around Florida everyone knows about. But how about buildings and sculptures where the architect/artist was thinking out of the box?
- Mexico:
- UK: Florida's Best Events and Festivals in 2020

Written in December 2019 – In market for February 2020
- Domestic: New Year, New You - top wellness experiences, festivals and events to inspire New Year's resolutions | Black Heritage/History Month - experiences and events for Black History Month in Florida
- Germany: Winter season is booking season in Germany – and VERY cold. Let’s send out an image pitch about the most beautiful sunrises in Florida to make the journalists dream. Please send us your best sunrise pictures – including copyright information!
- Mexico: What's New in Florida in 2020
- UK: Valentine's Day Road Trip - things to do on a road trip for couples

**Written in January 2020 – In market for March 2020**
- Domestic: Valentine’s Day - unique romance experiences, events and deals for Valentine's Day 2020
- Germany: Spring is just around the corner. Let’s brag about Florida’s most beautiful springs!

**Written in February 2020 – In market for April 2020**
- Canada: Family Travel
- China: Summer Camp & Education Travel (Family Fun)
- Domestic: Road Trips: Spring Break Edition - top road trip itineraries, new activities and experiences for families on spring break
- Germany: Music in Florida. Everyone knows what Florida looks like. But how does it sound? Festivals, events, etc. with music!

**Written in March 2020 – In market for May 2020**
- Brazil: LGBT Parades
- Domestic: Dog-Friendly Florida Pitch | Sustainability Matters - top sustainability initiatives throughout the state ahead of Earth Day 2020 (50th Anniversary of Earth Day)
- Germany: Visitor Numbers – VISIT FLORIDA’s most updated numbers for ITB 2020
- Mexico: Things to do with kids of all ages this summer

**Written in April 2020 – In market for June 2020**
- Canada: LGBTQ Travel & Pride Month events and happenings in Florida
- China: Pop Culture - Instagram-worthy spots (restaurants, hotels, pools, neighborhoods, musical festival, locations appeared in moves, etc.)
- Domestic: 2019 Visitation Numbers | LGBTQ Travel & Pride Month events and happenings in Florida | Emerging Neighborhoods - under-the-radar neighborhoods in Florida
- Germany: Rooftop bars. Summer in Florida are hot. For sure. Where are Florida’s best spots for sundowners to cool down?

**Written in May 2020 – In market for July 2020**
- Domestic: Summer Festivals & Events in Florida | Fourth of July Events & Happenings in Florida
- Germany: I bike Florida. Sustainability is very important in Germany. Let us show the journalists how bike friendly Florida is.

**Written in June 2020 – In market for August 2020**
- Domestic: Last-Minute Summer Vacation Deals
- Germany: I am Florida. Florida is you and me. And our neighbors. Everyone is Florida. But there are some personalities, who stand for our destination like no one else. Who lives and breathes your destination and why? Please send us information about your most fascinating personalities and include an image for a personality pitch.