



PR Editorial Calendar 2020-21 - All Markets

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

<p style="text-align: center;">July 2020</p>	<p style="text-align: center;">August 2020</p>
<p>Brazil: Upcoming virtual events and experiences</p> <p>Colombia: Experience Florida from home: Florida’s virtual tours for Colombian tourists</p> <p>Germany: Iconic Florida recipes. Granted, Germans cannot visit Florida at the moment, but they can cook Floridian style at home. Let’s showcase what we have to offer.</p> <p>Mexico: Florida’s State and National Parks – What can visitors experience when they return to Florida? And what virtual experiences can they participate in from home?</p> <p>UK: What to do in between theme park days in central Florida. Round up of experiences within a two-hour drive from Orlando Luxury Florida. Round-up of luxury experiences in Florida. Aimed at high-net-worth readerships of glossy and premium magazines/websites and broadsheet newspapers.</p>	<p>Brazil: Florida Recipes</p> <p>Canada: Great road trip ideas through the State – highlighting outstanding sightseeing opportunities in various parts of the State.</p> <p>Colombia: Top 5 beaches in Florida</p> <p>Domestic: Florida’s Latin Flare - Hispanic Culture & Cuisine - Hispanic Heritage Tours, Culinary Experiences & Historical Attractions</p> <p>Germany: Animal protection. Florida does not only take care of its tourists but also of its wildlife. This release wants to raise awareness about animal protection programs in the Sunshine State – from flamingos to gators.</p> <p>Mexico: Wellness hotels, spas and attractions – What can visitors experience when they return to Florida? And what virtual experiences can they participate in from home?</p> <p>UK: The best ways to experience Florida’s great outdoors. Round-up of active and enriching outdoor activities that highlight nature.</p>
<p style="text-align: center;">September 2020</p>	<p style="text-align: center;">October 2020</p>
<p>Brazil: Black Friday shopping and holiday events (may include virtual events)</p> <p>Canada: Highlighting state parks, springs, “wide open spaces.”</p> <p>Colombia: Top Halloween Events Coming to Florida (Halloween events & parades - may still need to share virtual events)</p> <p>AND</p>	<p>Brazil: Outdoor Art & Culture: Where can you see and experience wall murals, outdoor performances and more?</p> <p>Canada: New in Florida 2021 - Overview of new hotels, attractions, festivals, projects etc. for 2021.</p> <p>Colombia: How to enjoy an exciting Florida Vacation (outdoor adventures and activities)</p>

<p>Black Friday - Best places to shop at Florida (shop guide)</p> <p>Domestic: Visit Florida Winter Campaign Release</p> <p>Germany: News in Florida 2021. Let's be early birds and do not let us miss any "news for 2021" deadlines – Especially in times like these. New fascinating hotels? New attractions? New sustainability projects? Please include images and copyright information on those.</p> <p>Mexico: Halloween events & parades (may still need to share virtual events)</p> <p>UK: Rental homes for multi-generational stays. Highlighting low-contact accommodation options, as well as showing the wide range of options (budget/luxury/remote/quirky)</p>	<p>AND</p> <p>Celebrate Christmas in the Sunshine State (Florida attractions for families)</p> <p>AND</p> <p>Christmas and New Year's Eve events in Florida</p> <p>Domestic: Military Family Travel in Florida (Veterans & Military Families Month 2020 - November) - Packages, Deals & Experiences for Military Families</p> <p>Germany: Hidden gems. Sorry, this will not be about the theme parks, South Beach and the Everglades. This one is about off the beaten path attractions, activities - gems. Anything small and still mostly undiscovered by tourists – especially from overseas.</p> <p>Mexico: Where can you see manatees around Florida?</p> <p>UK: Florida's best beaches for crowd-free winter sun. Round-up of Florida's lesser-known, hidden gem beaches.</p>
<p style="text-align: center;">November 2020</p> <p>Brazil: What's New in 2021</p> <p>Canada: How the State is celebrating the season – amazing shows, special NYE countdowns, etc.</p> <p>Colombia: Discover Florida's Best Kept Secrets</p> <p>AND</p> <p>Florida Fly & Drive (Affordable Destination "Florida a tu Ritmo")</p> <p>Domestic: New in Florida 2021</p> <p>Germany: Inspire from above. After all the bad news in 2020, people want to get inspired and dream about their next long-haul holiday. This image pitch showcases Florida from above – all your best pictures taken from drones/planes and helicopters.</p> <p>Mexico: Christmas events in Florida (may be</p>	<p style="text-align: center;">December 2020</p> <p>Brazil: Wellness & Spas: Yoga retreats, spa packages and other luxury wellness experiences</p> <p>Colombia: "2021: New Year, New Experiences" (What's New 2021)</p> <p>AND</p> <p>Valentine's Day (Florida be my Valentine)</p> <p>Domestic: Under-The-Radar Florida Bucket List Adventures to Explore in 2021 - Lesser Known Uniquely Florida Experiences</p> <p>Germany: Cultural heritage. Each region in Florida has specific roots – from Cuba to Seminoles. Let's take a deeper look behind the beaches and see how Florida became what it is today and what defines it.</p> <p>Mexico: New in Florida 2021.</p> <p>UK: Wellness. Retreats, hotels and workshops for</p>

<p>virtual)</p> <p>UK: 10 Reasons to visit Florida in 2021. A mix of news and destination highlights – aimed at short lead media Dec/Jan round-ups for reasons to visit destinations in 2021</p>	<p>wellness.</p>
<p style="text-align: center;">January 2021</p> <p>Brazil: Hiking, biking and other non-aquatic outdoor sports</p> <p>Canada: Time to trade in winter boots for flip-flops – this is the coldest time of the year in Canada, highlight what Canadians are missing: top beaches, great snorkeling, unique activities etc.</p> <p>Colombia: Sporting events/tournaments in Florida (Florida golf and tennis tournaments guide for sports fanatics / Super Bowl in Tampa)</p> <p>Domestic: National Plan for Vacation Day (Last Tuesday in January) - Late Winter /Spring Packages & Deals Florida Black Heritage – Past & Present (Black History Month – February) - Black History in FL & Black Changemakers of Today</p> <p>Germany: Germans in Florida. There must be some, right? Hotel or restaurant managers, chefs, tour guides? Let us hear their stories and what they love about Florida.</p> <p>Mexico:</p> <p>UK: State and National Parks</p>	<p style="text-align: center;">February 2021</p> <p>Brazil: Nature parks and where to see Florida wildlife</p> <p>Canada: Hidden gems, off the beaten path places and spaces, etc.</p> <p>Colombia: Florida in a week: explore undiscovered beaches to visit in Florida during Easter break</p> <p>AND</p> <p>Your honeymoon in Florida (Where to go, what to see, where to stay for an unforgettable honeymoon)</p> <p>Domestic: Self-Love & Solo Travel in The Sunshine State - Be Your Own Valentine in 2021 - Top Solo Travel Getaways in FL</p> <p>Germany: Florida for kids. Hopefully, we are back in business and Germans can visit the Sunshine State again. What's to do there for kids?</p> <p>Mexico: Dream trip for golfers, (include restaurant's signature plates, courses, hotels, golf stores, etc.)</p> <p>UK: Experience Florida Like a Local. Florida-based Partners will share where they like to go and what they do on their own FL getaways.</p>
<p style="text-align: center;">March 2021</p> <p>Brazil: Eco-friendly travel in Florida</p> <p>Canada: Florida offers guaranteed summer sun, the perfect time for families to escape – highlights of family-friendly activities/attractions/festivals.</p> <p>Colombia: Things to do to celebrate Mother's Day in Florida (Mother's day in Colombia: May</p>	<p style="text-align: center;">April 2021</p> <p>Brazil: LGBT pride parades or virtual events</p> <p>Colombia: Discover best Florida Theme Parks and Attractions to experience with family (summer break)</p> <p>AND</p> <p>LGBTQ - Friendly Destinations (Florida's top</p>

<p>9th)</p> <p>AND</p> <p>Best places in Florida for art lovers to visit</p> <p>Domestic: Camping, Glamping & The Great Outdoors: Unique Outdoor Accommodations & New Adventure Offerings, Sustainability/Earth Day Focus (April 22)</p> <p>Germany: Rooftop bars. Summer in Florida are hot. For sure. Where are Florida's best spots for sundowners to cool down?</p> <p>UK: Florida's Islands. Round-up of islands – from well-known to remote and “secret”</p>	<p>events and most popular getaways in June)</p> <p>Domestic: Florida Celebrates National Travel and Tourism Week (May 2-8): TBC 2021 Theme, Highlighting VF Partner Activities; VF Campaigns</p> <p>Germany: Celebrate America in Florida: Independence Day is just around the corner. How does Florida celebrate this special day – and how can tourists from Germany join this “all American experience?”</p> <p>Mexico: Florida for kids</p> <p>UK:</p>
<p style="text-align: center;">May 2021</p> <p>Brazil: Theme parks, water parks, aquariums</p> <p>Canada: Celebrating Pride Month 2021 – festivals, activities, specific destinations.</p> <p>Colombia: What's new in Florida for travelers this Summer</p> <p>AND</p> <p>Places to live unforgettable adventures in Florida (Everglades, paragliding, horseback riding, water sports, etc.)</p> <p>Domestic: Non-Traditional Florida for The Non-Traditional Family - LGBTQ Family Experiences; New Offerings & Family-Friendly Events for Pride Month</p> <p>Germany: I bike Florida. Sustainability is very important in Germany. Let us show the journalists how bike friendly Florida is.</p> <p>Mexico: Top 10 Florida beaches for summer</p> <p>UK: World's Best Beaches</p>	<p style="text-align: center;">June 2021</p> <p>Brazil: Beaches, springs, rivers and water sports</p> <p>Domestic: Emerging & Under-The-Radar Florida Neighborhoods & Districts - New/ Lesser Known Art Districts, Entertainment Hubs, Culinary Hotspots, Etc.</p> <p>Germany: Discover Florida through its accommodations. Sometimes, an inspiring hotel/apartment makes the difference for tourists when choosing the destination for the next holidays. This is for Florida's craziest/most interesting/most inspiring – in one word: UNIQUE accommodations.</p> <p>UK: Florida's Great Art Collections. Aug 2021, will mark the 120th anniversary of the birth of Dali. We would use this as the hook to showcase Florida's great art collections and communities. Find out if there are any major exhibits coming to Florida.</p>