

**VIRGINIA
IS FOR
LOVERS[®]**

**16 Month Content
Plan & Calendar
Jan 2026 – July 2027**

How were the 2026 content themes determined?

Analytics

2025 Monthly & Seasonal Performance metrics for blog, web & social channels were evaluated to prioritize highest performing vacation traveler searches & engagements across content layers.

Key Metrics Used

- Organic Clicks
- Engagement Rate
- Average Engagement Time
- Top Performing Events

Strategy

2026 marketing strategies & travel trends research laid the foundation & guardrails for key areas of focus, ensuring themes are tying back to VTC's overarching performance targets.

Marketing Strategies

- Activate High Value Markets
- Amplify Regional Travel Affinity
- Increase Growth In Urban Explorers & Outdoor Enthusiasts Audiences

Awareness

Holistic view of organic performance that included national & regionally recognized occasion making & travel moments with the goal of driving content relevancy & accurate timing windows for communications.

Occasion & Travel Moments

- National Holidays
- Milestone Occasions
- Notable Virginia Events

SEASONAL CONTENT THEMES

Winter Content Themes

DECEMBER

Holidays: Light Shows, Holiday Events (Parades, Open Houses, Unique Virginia Experiences), Holiday Main Streets, Festive Decorations, Gift Guides

New Year's Eve: New Year's Eve Events and Hotel Packages, First Day Hikes, Bucket List Experiences, New Year's Resolutions

Outdoor Winter Activities: Winter Hiking, Cozy Cabins, Whale Watching

JANUARY

Dining: Food Content, Restaurant Weeks, Award-Winning Restaurants, Dining Guides

Outdoor Winter Activities: Hiking, Stargazing, Winter Resorts with Outdoor Offerings (Skiing, Snowboarding)

Wellness: Spas and Wellness Retreats, Hot Springs, Farm-To-Table Dining, "Dry January"

Romance: Romantic Getaways, Luxury Resorts, Resort Packages & Deals, Date Night Ideas, Valentine's Day Content

FEBRUARY | *Black History Month*

Spring Break: Kid-Friendly Resorts, Vacation Guides for Cities/Towns, Affordable Activities and Packages

Black History Month: Black History Attractions, Black-Owned Businesses, Civil Rights Sites

History: Iconic Historic Sites, Colonial History, Presidential Homes

Spring Content Themes

MARCH

Outdoors: Flowers (Spring Wildflowers, Cherry Blossoms), Hiking, Biking, Waterfalls

Family Travel: Kid-Friendly Activities, Family-Friendly Resorts, Zoos & Aquariums, Theme Parks, Caverns, Museums, Multi-Generational Travel, Family Hikes

Wineries: Wine Trails, Scenic Wineries, Virginia Wine Country

APRIL | *Virginia Vineyard Month*

Approachable Outdoors: Hiking, Cherry Blossoms, Wildflowers, Pet-Friendly Beaches, Glamping

Events: Festivals and Fairs, Concerts and Live Music, You-Pick Farms

Regional: Road Trips, Small Town/City Guides, Weekend Getaways

MAY

Outdoor Activities: Swimming Holes, Camping, Water Activities (Kayaking, Canoeing, SUP, Tubing), Fishing, Golf, Accessible Outdoor Destinations

Events: LGBTQ+ Events, Summer Festivals and Fairs, Music Festivals, Food & Drink Events

Dining: Immersive Foodie Experiences (Farm Tours, Oyster Tours) Outdoor Dining, Culinary Destinations

Summer Content Themes

JUNE | *Outdoors Month, Pride Month*

Fourth of July: American History Attractions and Museums, Fireworks, Fourth of July Events, Festivals

Events: LGBTQ+ Events, Music Festivals, Concerts

Landmark Travel: Theme Parks, Major Attractions, City-Specific Guides, Things to Do with Kids

Sports: Sports Travel (World Cup), Outdoor Sports, Road Trips

JULY

Waterfront Getaways: Coastal Attractions, Rivers, Lakes, Beaches, Road Trips, Waterfront Rentals

Outdoors: Mountain Getaways, Hiking, Stargazing, Glamping, Waterfalls, State and National Parks

Events: Festivals, Concerts, State and County Fairs

AUGUST | *Virginia Craft Beer Month*

City Destinations: City-Specific Guides, Small Town and Regional Guides, Main Streets, Road Trips

Experiential Outdoors: Craft Beer and Scenic Breweries, Fall Foliage Hikes, Waterfall Hikes, Scenic Drives

Seasonal Events: State and County Fairs, Fall Festivals, You-Pick Farms, Apple Picking, Corn Mazes, Fall Foliage



Fall Content Themes

SEPTEMBER | *Virginia Spirits Month, Virginia Music Heritage Month*

Fall Foliage: Scenic Drives, Small Towns, Hiking, State and National Parks, Weekly Foliage Report

Fall Events & Activities: Festivals, Fairs, Apple Picking, Corn Mazes, Pumpkin Patches

Luxury Experiences: Resorts, Wine, Distilleries and Spirits, Fine Dining, Glamping, Packages & Deals, Affordable Luxury

Music: Appalachian Music and Heritage, Fall Concerts

OCTOBER | *Virginia Wine Month*

Scenic Retreats: Mountain Getaways, Outdoor Adventure, Cabins, Scenic Drives

Seasonal Activities: Haunted Sites, Theme Parks, Halloween Destinations, Small Town Destinations

Wine and Cider: Scenic Wineries and Cideries, Cozy Tasting Rooms, Virginia Wine Country

NOVEMBER | *Virginia Oyster Month, Virginia Cider Week*

Dining: Oysters, Restaurants, Holiday Pop-Up Bars, Seasonal Flavors

Off-Season Outdoors: Small Town Travel, Nature Retreats, Coastal Activities for Less, Walking Tours, Bird Watching

Holidays: Festive Towns, Holiday Events, Gift Guides, Tree Farms, Virginia Holiday Traditions

