

**Kentucky Department of Tourism 2025 (Subject to Change)**

Month	eNews Editorial Calendar	PR Editorial Calendar	Social Media Editorial Calendar	Social Takeover Dates	Story Takeovers
January 2025	2025 Visitor's Guide, Quirky KY attractions	2025 Visitor's Guide 2025 Milestones Black History Month Hot Tips: Romantic Getaways - Unique winter adventures	Travel Inspiration, 2025 Visitor's Guide, Quirky KY	Jan. 8-10 Hopkinsville-Christian County Jan. 22-24 meetNKY	
February 2025	Couples trip planning, Lincoln heritage	Trailblazing Women Spring Break - Unique Ways to Travel KY Hot Tips: Best spots to see seasonal blooms - March Madness events/celebrations	Couples getaways, Lincoln Heritage, Black History Month	Feb. 5-7 Ashford Acres Inn Feb. 18-20 Mt. Sterling/Montgomery County	Cadiz-Trigg County
March 2025	Beer, wine, moonshine	Earth Day and Outdoors Music & Festivals BBQ Hot Tips: Spring Festivals & Events -Spring Bloom images & best places to view	Beer, wine, moonshine, Spring Break, Women owned businesses	March 5-7 Murray March 26-28 Paducah	Frankfort/Franklin County
April 2025	Kentucky BBQ	Spring Racing Excitement Noctourism Underground Wonders Hot Tips: Derby Celebrations - Juneteenth Celebrations	Kentucky BBQ, Derby Festival, Horses	April 9-11 Owensboro Daviess County CVB April 23-25 Bowling Green	Park City Tourism Elizabethtown Mt. Vernon-Rockcastle County
May 2025	Unique ways to travel KY - boats, trains, backroads, motorsport, etc.	Makers & Shakers in Bourbon Soft Adventure for All Ages Juneteenth Celebrations Hot Tips: Summer Festivals & Events - Pride Celebrations & LGBTQ+ Experiences	National Travel & Tourism Week, National Preservation Month, unique ways to travel KY, Music	May 12-14 KY's Cave Country May 28-30 Elizabethtown	Clinton County Gallatin county Tourism
June 2025	Easy outdoors with multi-generation family	4th of July Celebrations Outdoor Adventures Accessibility Offerings Hot Tips: Unique Water Adventures -Best scenic drives for summer road trips	Easy outdoors, African American Heritage, Juneteenth, Pride Month	June 11-13 Cave City Tourism June 23-25 Paintsville Tourism	Lee county KY Great River Road
July 2025	Accessible KY	End-of-summer getaways August Arts & Culture Hot Tips: Best summer hiking -Labor Day special offers	Accessible KY, water activities, Music festivals, Noctoursim		
August 2025	African American Heritage	Bourbon Heritage Month (Sept.) Labor Day Weekend Getaways Hot Tips: Halloween/Paranormal -Must-attend sporting events	Festivals, Outdoors, Tourism Economic Impact, Small Towns/Cities		
September 2025	Paranormal KY	Halloween & Paranormal Scenic Fall Golf Getaways Hot Tips: Fall Festivals & Events -Fall foliage imags & best places to view	Festivals, Bourbon, Agritourism, National Hispanic Heritage Month Sept. 15 - Oct. 15, Fall color preview		
October 2025	Leaf Peeping	Ultimate Fall Getaway Beyond Bourbon (beer, wine, moonshine, etc.) Hot Tips: Highlighting innovative & creative leaders - Veterans Day Event/Activities	Leaf Peeping, Paranormal KY, Affordable Family Fun		
November 2025	KY Theaters and Venues	Small Town Holiday Parades & Events Christmas Markets & Shopping Hot Tips: Holiday lights and celebrations -KY creators spotlight	Culinary/holiday foods and events, Native American Heritage Month		
December 2025	KY gifts that can be shipped	Winter Wildlife Adventures New Year celebrations Hot Tips: What's new in 2026 -Best places for winter photo adventure	Holiday lights, foods, shop local, arts		