

**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, Quirky KY, Couples getaways	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	Beer, wine, moonshine	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	KY BBQ	Beer, wine, moonshine, Spring Break, Women owned businesses	March 5-7 Murray March 26-28 Paducah	Frankfort/Franklin County
April 2025	Kentucky BBQ	Unique ways to travel KY, Derby outside of the race	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.	Easy outdoors with multigeneration family, Juneteenth, welcoming KY	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	African American Heritage, Accessible KY	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		Accessible KY, water activities, Music festivals		
August 2025	African American Heritage	Roadtrips	Festivals, Outdoors, Tourism Economic Impact, Small Towns/Cities		
September 2025	Paranormal KY	Paranormal KY	Festivals, Bourbon, Agritourism, National Hispanic Heritage Month Sept. 15 - Oct. 15, Fall color preview		
October 2025	Leaf Peeping		Leaf Peeping, Paranormal KY, Affordable Family Fun		
November 2025	KY Theaters and Venues		Culinary/holiday foods and events, Native American Heritage Month		
December 2025	KY gifts that can be shipped		Holiday lights, foods, shop local, arts		