

**Kentucky Department of Tourism CY 24 (Subject to Change)**

Month	eNews Editorial Calendar	PR Editorial Calendar	Social Media Editorial Calendar	Social Takeover Dates	Story Takeovers
January 2024	Outdoors-focused Inspiration Guide/ Outdoors Video Series	2024 Visitor's Guide, Trip Inspiration, Outdoors video series	Inspiration Guide, Martin Luther King Jr. Day, Arts	Jan 25-27 Oldham County	Paintsville Tourism
February 2024	Black History/Civil Rights/Brig. Gen. Charles Young Corridor	Black History Month, Brig. Gen. Charles Young Trail, important African American sites, Romantic Getaways, What's New in Bourbon	History, Culture (Black History Month), Romantic Getaways	Feb. 7-9 Paducah Feb 22-24 London-Laurel	
March 2024	Girls Tips/Women Owned/Spring Break	Sustainable Tourism, Women's History/Women Owned, International Women's Day, Local Spring Events	Spring Break/Kentucky Trips to Take, Women's History Month, Arts	March 5-7 Murray March 21-23 Georgetown	Pikeville
April 2024	Derby/Horses	Derby Festival, Golf and Spring Sports, Horses, Outdoors, Year of KY Anniversaries, Unique Outdoors	Derby Festival, Outdoors, Horses, State Parks	April 11-13 Bowling Green April 24-26 Shepherdsville-Bulleit	Liberty-Casey Co. Boyd County Owensboro
May 2024	LGBTQ Pride/Welcoming KY/Outdoors/Music Festivals	Derby 150, National Preservation Month, National Travel & Tourism week	Derby, Golf, National Travel & Tourism Week, National Preservation Month	May 13-15 Henderson May 29-31 Lawrenceburg/Anderson Co.	Clinton County Cadiz
June 2024	Outdoors activities and destinations for families/Juneteenth	Family Fun Outdoors/State Parks 100th anniv., Music, Small Towns, Pride, Juneteenth	Summer Fun, Water, Juneteenth, Golf, Pride Month	June 9-11 Cave City June 26-28 Somerset-Pulaski	
July 2024	Water recreation/music festivals	Water activities, Fourth of July Celebrations, Accessible KY	Music Festivals, Music and Outdoors, Accessibility Pride Day/Disability Pride Month		
August 2024	Free and affordable family fun/Outdoors/Agritourism/Festivals	KY Tourism Economic Impact, Enjoying Nature, Art	Festivals, Outdoors, Tourism Economic Impact, Small Towns/Cities		
September 2024	Bourbon Heritage/Hispanic Heritage/Festivals	Bourbon, Horses and Fall Activities, National Hispanic Heritage Month Sept. 15 - Oct. 15	Bourbon, Festivals, Agritourism, National Hispanic Heritage Month Sept. 15 - Oct. 15		
October 2024	Hispanic Heritage and family fun/Fall in the Bluegrass	Spooky KY, Fall Foliage, Outdoors, Affordable Family Fun	Spooky KY attractions, Fall Foliage tracking and Affordable Family Fun		
November 2024	Culinary/Local Restaurants and food for the holidays/Shop Local	Holiday Food, Shop Local and Holiday Events, Charming Holiday Towns	Culinary/holiday foods and events, Native American Heritage Month		
December 2024	Holiday Events & Lights/Shop Local	Holiday Events/Shop Local, Indoor attractions	Holiday lights, foods, shop local, arts		