

	October	November	December	January	February	March	April
<b>Broad Theme</b>	Quiet Times - Reduced Amenities		Storybook Winter - the best place for winter		Family Vacations & Spring Break		
<b>Primary Theme</b>	Fall / Storm Season	Storm Season	Dark Sky Season	Beauty of ICE	Hygee (Cozy time)	Plenty of Winter left	Waterfalls
<b>Featured Activities</b>	<p>Indoor Activities - Non-Weather Dependent (Spa &amp; Wellness, Art &amp; Culture, R&amp;R, Fireplace, Shopping, etc.)</p> <p>Alpine Skiing &amp; Snowboarding</p> <p>Nordic Skiing &amp; Snowshoeing</p> <p>Northern Lights &amp; Constellations</p> <p>Snowmobiling</p> <p>Dogsledding &amp; Skijoring</p> <p>Wildlife &amp; Birding</p> <p>Fat Tire Biking (Winter)</p> <p>Ice Fishing</p> <p>Other Winter Activities: Sledding, skating, etc.</p>						
<b>Events</b>	Inuit Premier   Moose Madness	Bluegrass Masters   Storm Fest   LMC Opens   Thanksgiving	N.S. Holiday   N.Lights Week   1st to have SNOW   Solstice   Holiday	Gunflint Mail Run   Fat Tire Race   MLK   Music & Entertainment	Beatgrease   Fiber Retreat   Presidents   Valentine's	Dog Days   Kite Festival   Still SNOW!	Meltdown   MW Extreme
<b>Shows</b>	MOA Ski Show & Windy City	MW Mountaineering			Birkie & Tbay Outdoors	Canoecopia (summer)	
<b>Media</b>	<p><b>Social Media</b></p> <p>SEO &amp; Keywords</p> <p>Broadcast - TV</p> <p>Broadcast - Radio</p> <p><b>Print Media</b></p> <p>Digital Billboards</p> <p>OOH - Skywalk Display (N. Lights)</p> <p>Bloggers &amp; PR invites</p> <p>Geo-Targeting - XC events &amp; Trailheads</p> <p>Targeted Emaliers</p>						