

	October	November	December	January	February	March	April	
Broad Theme	Quiet Times - Reduced Amenities		Storybook Winter - the best place for winter			Family Vacations & Spring Break		
Primary Theme	Fall / Storm Season	Storm Season	Dark Sky Season	Beauty of ICE	Hygee (Cozy time)	Plenty of Winter left	Waterfalls	
Featured Activities	Indoor Activities - Non-Weather Dependent {Spa & Wellness, Art & Culuture, R&R, Fireplace, Shopping, etc.}							
				Alpine Skiing & Snowboarding				
				Nordic Skiing & Snowshoeing				
	Northern Lights & Constellations							
					Snowmobiling			
					Dogsledding & Skijoring			
	Wildlife & Birding							
		Fat Tire Biking (Winter)						
				Ice Fishing				
Other Winter Activities: Sledding, skating, etc.								
Events	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	Beargrease Fiber Retreat Presidents Valentine's	Dog Days Kite Festival Still SNOW!	Meltdown MW Extreme	
Shows	MOA Ski Show & Windy City	MW Mountaineering			Birkie & Tbay Outdoors	Canoeconopia (summer)		
Media	Social Media							
	SEO & Keywords							
				Broadcast - TV				
					Broadcast - Radio			
	Print Media							
				Digital Billboards				
				OOH - Skywalk Display (N. Lights)				
					Bloggers & PR invites			
				Geo-Targeting - XC events & Trailheads				
					Targeted Emailers			