



2021 Leisure Tourism Editorial Timeline

Normally a fiscal-year editorial calendar, we have moved to a calendar-year timeline for this unique moment. Historically, our editorial calendars have started and ended with our July-June fiscal year. Now, since our editorial plans are dependent upon the landscape of the COVID-19 crisis during this uncertain calendar year, we have adapted the format.

Recovering and Acclimating (through N.C. Phases 1-3)

Distributing critical visitor information as we move through phases of reopening (what is open and what events are happening, and importantly, strengthening consumer confidence by sharing safety measures local businesses and organizations have adopted). Supporting small businesses and highlighting people and how they represent the Raleigh area. Promoting outdoor recreation opportunities. Encouraging locals and visitors to explore their favorite shops, restaurants, parks, museums and performing arts attractions (as it is safe to do so). Use “Wish You Were Here” campaign messaging. Visitors and residents are acclimating to safer exploration and travel.

EXAMPLES:

- A Guide to Hiking at William B. Umstead State Park and Falls Lake State Recreation Area
- Attractions Open Right Now
- The Best Restaurants that Opened in 2020
- Any piece of content falling under “Wish You Were Here” campaign messaging

Renewing and Reacclimating (post-N.C. Phase 3)

As COVID-19 cases decline and N.C. guidelines and restrictions are lifted, visitors and residents are renewing the extent of their getaway trips and exploring, while also reacclimating to the new parameters of attraction/event attendance. Continuing content approach in previous timeframe above (Recovering and Acclimating) but expanding on topics including, hopefully, more event coverage as more in-person events and experiences can happen.

EXAMPLES:

- Same sort of concepts as in Recovering and Acclimating timeframe
- The Best Arts, Food and Cultural Events Ahead in Raleigh, N.C.

Relaunch

(as research shows visitors are planning travel more confidently and less safety guidelines have to be in place)

Jumping into what could be projected as a return closer to what pre-COVID-19 crisis travel looked like. Promoting of more events, family trips, outdoor activities, favorite restaurants etc. Promoting of more group activities or festivals with larger attendance capacities.

EXAMPLES:

- The Best Activities and Trip Ideas for Families in Raleigh, N.C.
- The Best Festivals Ahead in Raleigh, N.C.