



2023 Leisure Tourism Editorial Calendar

Spring 2023

Editorial examples

- Shop, Eat, Play at Fenton in Cary, N.C.
- Rush Hour Karting Morrisville Facility Now Open
- Raleigh Iron Works First Tenants Set to Open
- Town of Apex: Celebrating 150 Years
- Carolina Hurricanes Surge Into the NHL Playoffs
- Parks and Gardens to Explore This Spring
- Why CNN Called Raleigh a 'Museum Mecca'
- 20 Picks for Muffins, Mimosas and More (Brunch Ideas!)

Signature events

- Art in Bloom at the North Carolina Museum of Art
- *Ruth E. Carter: Afrofuturism in Costume Design*
- Dreamville Festival
- Brewgaloo
- Cary Spring Daze Arts and Crafts Festival
- Apex PeakFest
- Peak City Pig Festival
- Lizzo at PNC Arena
- Got to Be NC Festival
- NCAA Women's Lacrosse Championship
- Artsposure
- Animazement
- The Soccer Tournament

Summer 2023

Editorial examples

- Exploring the Raleigh Beer Trail
- The Best Trails to Hike, Bike and Run
- North Carolina Freedom Park Now Open
- Visiting the Dorothea Dix Park Sunflower Fields
- How to Celebrate July 4th in Raleigh, N.C.
- 100 Outdoor Summer Concerts to Save the Date For
- A Guide to Visiting Farmers' Markets in the Raleigh Area
- Raleigh's Rooftop, Hidden and Underground Bars

Signature events

- Raleigh's International Food Festival
- Town of Cary Pimento Cheese Festival
- Capital City Juneteenth Celebration
- Out! Raleigh Pride
- GalaxyCon Raleigh
- July 4th Celebrations
- Billy Strings at Booth Amphitheatre
- Cary Lazy Daze Arts and Crafts Festival
- African American Cultural Festival of Raleigh and Wake County

Fall 2023

Editorial examples

- A Guide to IBMA's World of Bluegrass Week
- Now Open: Downtown Cary Park
- Favorite Fall Hikes in the Raleigh Area
- How to Plan a Trip to the N.C. State Fair
- Cheers to 10 Years For Crank Arm Brewing and Trophy Brewing Company
- The Best Historic Sites to Visit in Raleigh, N.C.
- The Ultimate Guide to Can't-Miss Attractions in Raleigh, N.C.
- Exploring Pumpkin Patches and Corn Mazes in the Raleigh Area

Signature events

- Hopscotch Music Festival
- La Fiesta del Pueblo
- Asia Fest and Dragon Boat Festival
- IBMA World of Bluegrass
- Hum Sub Diwali
- N.C. State Fair
- N.C. International Festival
- Raleigh Christmas Parade

Winter 2023-2024

Editorial examples

- A Guide to the North Carolina Chinese Lantern Festival
- 50 Years of Laughs with Theatre In The Park's *A Christmas Carol*
- Favorite Holiday Traditions and Light Displays in Raleigh, N.C.
- The Best New Year's Eve Celebrations in Raleigh, N.C.
- Now Open: THE RINK at Red Hat Amphitheater
- The Best Restaurants That Opened in 2023
- 10 of the Best Weekend Getaway Itineraries in the Raleigh Area
- 100 of the Biggest Events and Festivals of 2024 in Raleigh, N.C.

Signature events

- NCAA Women's Soccer Championships
- Holiday Express at Pullen Park
- North Carolina Chinese Lantern Festival in Cary
- WRAL Nights of Lights
- Raleigh Little Theatre presents *Cinderella*
- Theatre In The Park presents *A Christmas Carol*
- Carolina Ballet presents *The Nutcracker*
- Oakwood Candlelight Tour
- First Night Raleigh

Trends and initiatives for the year ahead

- Redesign of visitRaleigh.com and further optimization of website structure and delivery of rich content
- Continued diversification of all aspects of our content marketing (people, places and platforms)
- Significant investments in translating written content into video for social media (listicles turned into Instagram Reels, for example)
- Revamped content for Wake County towns, Apex to Zebulon
- Eyes on A.I.; rapidly-changing technology can already write headlines, short paragraphs and provide social media captions, plus provide suggested content topics
- Coverage of the North Carolina Museum of Natural Sciences' Dueling Dinosaurs exhibit (opening in 2024)



Garrett Poulos