

# **FY2026 SDTA Digital Marketing Editorial Calendar**



JULY **Summer Bucket-List Water Activities Disability Heritage Month** lst - American Zoo Day 20th - National Ice Cream Day



AUGUST **Solo Travel Endless Summer** 16th - National Roller Coaster Day 30th - National Beach Day



**SEPTEMBER Halloween Happenings Rest & Relax Hispanic Heritage Month California Wine Month** 4th - National Wildlife Day 20th - California Surfing Day 29th - National Coffee Day

Kids Free (August 11th thru October 2nd)

Fall (August 18th thru October 6th)



**OCTOBER Budget-Friendly Cross-Border Culture Hispanic Heritage Month** 7th - National Taco Day



Holidays (October 13th thru December 1st)



**Romantic Luxury 3-day Itineraries** 27th - Plan for Vacation Day

Whale Watching (thru March 3rd)



**FEBRUARY Educational Exploration Grounded & Glowing Black History Month Museum Month** 17th - Lunar New Year 22nd - National Margarita Day



MARCH **Natural Beauty Sports Kick-Off** Women's History Month



**APRIL Sustainability Bio-Diversity** 3rd - National Burrito Day 6th - California Poppy Day 7th - National Beer Day 18th - Chicano Park Day 19th - 27th - National Park Week



MAY **Military Appreciation Month** 15th - Global Accessibility

**Summer** (March 23rd thru June 4th)



Spring (January 26th thru March 12th)

#### **NOVEMBER**

- **Shop Local**
- Friendsgiving
- **Native American Heritage** 
  - Month
- **National Veterans and Military** 
  - **Families Month**
- 1st & 2nd Dia de los Muertos
- 28th Small Business Saturday



## DECEMBER **Not-so-Wintery Wonderland Cheery Sights** New Years Eve (Dec. 1st - 29th) Whale Watching (Dec. 8th)



## **Roadtrips PTO Plans AANHPI Heritage Month** 5th - Cinco de Mayo

- **Awareness Day**
- 18th International Museum Day
- 22nd National Roadtrip Day

### JUNE

Waterfront Wonders **Summer Staple Events Pride Month** 11th - 15th - California State Parks Week 19th - Juneteenth 21st - First Day of Summer