

FY2026 SDTA Digital Marketing Editorial Calendar



JULY

Summer Bucket-List Water Activities Disability Heritage Month 1st - American Zoo Day

19th - 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



OCTOBER

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

20th - California Surfing Day 29th - National Coffee Day



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)

Kids Free (August 11th thru October 2nd)

Fall (August 18th thru October 6th)





Holidays (October 13th thru December 1st)



JANUARY

Romantic Luxury 3-day Itineraries

27th - Plan for Vacation Day



FEBRUARY

Educational Exploration Grounded & Glowing Black History Month Museum Month

17th - Lunar New Year 22nd - National Margarita Day

Whale Watching (thru March 3rd)

Spring (January 26th thru March 12th)



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

Roadtrips PTO Plans

AANHPI Heritage Month Military Appreciation Month

5th - Cinco de Mayo 15th - Global Accessibility **Awareness Day** 18th - International Museum Day 22nd - National Roadtrip Day



JUNE

Waterfront Wonders Summer Staple Events

Pride Month

21st - First Day of Summer

11th - 15th - California State **Parks Week** 19th - Juneteenth

Summer (March 23rd thru June 4th)