

## Important Dates in January

*Note the applicable dates below in your calendar.*

- 1: New Year's Day
- 5-11: Pizza Week
- 25-26: National Ski & Snowboard Day (Canada)
- 25: Chinese New Year
- 28: National Plan for Vacation Day

*Ski & Snowboard Month*

### Notes

## Prompts

January is the start of the New Year and many people will start to think about their vacations for 2020. Take advantage with "National Plan for Vacation Day, " put on by Project: Time Off, to get people to start thinking about your destination as they plan. What unique activities do you have going on this year? Celebrating any special anniversaries (i.e. Sesquicentennial, event anniversary, etc) – these are always a great way to make your event or town newsworthy.

For many states and provinces, January is a great time to celebrate all the snow sports you have available locally. Think about what makes your local mountain unique – perhaps you have some local breweries nearby for an apres-ski drink? Or maybe you offer a special night-skiing experience? Don't just talk about the mountain stats – what would make someone leave where they live to come check it out?

January is also a time when the media likes to predict trends for the upcoming year. You can totally pitch your destination as part of a greater trend. For example, "fat biking" interest continues to rise... if you offer that, quote the trend and pitch your product!

Got a local pizzeria that is just killing it with a really unique concept? Pizza Week is a great reason to promote them! Not a pizza fan? Whatever your local specialty is, there is probably a day (or week) dedicated to it so do a little research.