UOT Pitch Calendar: July 2026 - June 2027

All story idea submissions are reviewed by the UOT's Public Relations team and shared with the larger UOT team. Story ideas that meet our monthly headline criteria will be used in monthly headline pitches, proactive media pitching, and as a resource for reactive media leads.

In addition, we are always interested in receiving long-lead story ideas including: "what's new" (new attractions, hotel, and restaurant openings, programming, etc), holiday/seasonal happenings, stewardship initiatives. Please submit story ideas *prior* to the headline distribution month to be considered for inclusion. Send ideas and questions to utah@jpublicrelations.com and sorellgrow@utah.gov.

	Headline/Theme	Summary	Campaign
July	Americana Road Trip Guide	Short-lead pitch tied to America 250 (July)	Parks & Beyond
August	A Dining Guide to Utah: Salt Lake City and Beyond	Highlighting Michelin-recognized, James Beard-awarded and other standout establishments.	Urban & Outdoors
September	The Best Small Towns in Utah for Big Adventure	A resounding "media favorite" pitch angle. News and happenings from Utah's small towns.	Parks & Beyond
October	Calling all Venturistas! Utah's Most Picturesque Spots	A visual guide to exploring key Urban and Outdoors experiences with a focus on women's lifestyle publications and coverage	Utah Person
November	Slow Travel in Southern Utah -- Winter Solitude	Swap crowded ski resorts for red rock landscapes, mild temperatures and fewer crowds. Highlight Zion, Bryce Canyon, Capitol Reef, Snow Canyon, Monument Valley, scenic drives, winter hiking, stargazing, cozy lodging and seasonal events.	Parks & Beyond, Ski & Winter
December	Major 2027 News	Statewide news from key destination partners (openings, events, anniversaries and more) on the horizon for 2027	All TBD
January	Utah Beyond the Slopes: Winter Adventures for Non-Skiers	Showcase snowshoeing, horse-drawn sleigh rides, ice castles, hot springs, winter wildlife viewing, Dark Sky experiences, luxury cabins and cozy small towns.	Ski & Winter
February	Where Art Meets Adventure: Utah's Festival & Creative Scene	From world-renowned arts festivals to open-air performances set against breathtaking red rock landscapes and mountain vistas, Utah's creative calendar offers unforgettable cultural experiences in extraordinary settings. Spotlight signature events like the Utah Arts Festival, Kimball Arts Festival, Utah Shakespeare Festival and Red Rock Arts Festival, while highlighting the state's thriving galleries, public art, local makers and creative communities.	Urban & Outdoors, Parks & Beyond
March	Where to Experience Utah's Dark Skies x Dark Sky Month (April)	Utah Dark Sky Month + International Dark Sky Week. Share new programs, ranger-led experiences, festivals or accommodations.	Parks & Beyond

April	The Rise of "Soft Adventure"	Spotlight adventure without the adrenaline, highlighting experiences such as easy hikes, guided e-bike tours, fly fishing, paddleboarding, wildlife viewing and more.	Parks & Beyond
May	Utah's Hidden Water Wonders	Unexpected lakes, waterfalls, alpine reservoirs, slot canyon rivers, paddleboarding, rafting, kayaking and spring-fed hot springs.	Urban & Outdoors, Parks & Beyond
June	High-Elevation Escapes: Where to Beat the Summer Heat in Utah	Rather than camping, focus on cool mountain destinations, alpine lakes, scenic chairlift rides, wildflowers, forest retreats, mountain towns, and higher-elevation adventures that offer relief from the summer heat, tapping into the continued "coolcation" trend.	Urban & Outdoors
July	Beyond the Mighty Five: Utah's Most Underrated Park Adventures	Utah boasts 46 state parks which, we like to say, might be considered a national park if there were in any other state if Utah didn't already have the Mighty Five. Utah's state parks offer world-class landscapes and unforgettable outdoor experiences, but often offer smaller crowds.	Parks & Beyond
August	Utah's Autumn Escape: Fall Foliage & Harvest Season	All the best ways to immerse yourself in autumn in UtahL favorite spots for leaf peeping, scenic lift rides, fall festivals and seasonal dishes at local restaurants.	Urban & Outdoors
September	Farm to Fair: Utah's Agrotourism Season	A roundup of local growers and farms that are making a splash on Utah's agritourism scene, bringing agriculture to life in dynamic ways for visitors.	Urban & Outdoors
October	Utah's Table Is Set: Inside the 2027 Michelin Guide Southwest	With 9 restaurants recognized in the 2027 Michelin Guide Southwest, Utah is officially a foodie destination. Take a deeper dive into the stories of the restaurants that made culinary history in the state.	Urban & Outdoors
November	Countdown to 2034: Inside Utah's Olympic Legacy	The Utah 2034 Winter Olympic Games might be seven years away, but the Olympic spirit and legacy are already fully ablaze throughout Utah, from historic ski runs to legendary experiences to be had with Olympians.	Ski & Winter
December	Major 2028 News	Statewide news from key destination partners (openings, events, anniversaries and more) on the horizon for 2028	All TBD