

# CONTENT CALENDAR

Sunday, 1st	Tuesday, 10th	Monday, 16th	Sunday, 22th	Thursday, 26th	Tuesday, 31st
<u>Holiday</u>	<u>Holiday</u>	<u>Holiday</u>	<u>Holiday</u>	Hotel Feature	<u>Holiday</u>
					
New Year's Day	National Shop for Travel Day	MLK Jr. Day	Lunar New Year	Room Spotlight	National Hot Chocolate Day
2023 is here! What are your New Year's Resolutions? ❄️	It's National Shop for Travel Day. Where are you off to next?	May we continue to live through Martin Luther King Jr.'s message everyday.	The year of the Rabbit is here! We hope you have a hoppin' year.	As winter rages on, come find warm winter comforts when you stay with us.	How do you hot chocolate? Show us! Drop your photo in the comments.
Hashtags	Hashtags	Hashtags	Hashtags	Hashtags	Hashtags
#newyears #happynewyear #newyearresolution	#nationalshopfortravelday #travel #explore	#mlkday #mlk #martinlutherkingjr	#lunarnewyears #yearoftherabbit #happynewyears	#warmth #stayhere	#nationalhotchocolateday #hotchocolate #staywarm
LinkedIn: Holiday	LinkedIn: Team	LinkedIn: Holiday	LinkedIn: Partner	LinkedIn: Hotel Feature	LinkedIn: Industry News
Hotel New Year's Message	Team member spotlight	Hotel MLK Message	Share content from a local partner	Room Spotlight	Share a link from brand or other news