

Your September Marketing Guide

The raw material of the month — holidays, events, weather, destinations, and the angles. You're planning September content *now*, so this arrives with time to act on it.

Inspiration, not posts. If a line in here could be copy-pasted and published, rewrite it as an angle instead. Ask your AI to write 3–5 post options from any of these on the platform of your choice — then make them sound like you.

The month at a glance

ANCHORS · EVENTS · WEATHER · INDUSTRY

The anchors: Labor Day (Sept 7) · Patriot Day (Sept 11) · Grandparents Day (Sept 13) · first day of fall (Sept 22)

The events: NFL season opens · Oktoberfest starts mid-September (yes, September) · fashion weeks in New York, London, Milan, Paris

The weather: the best-kept secret month — warm water, thin crowds, summer prices without summer people

The industry: shoulder season gold; wave season prep starts backstage — clients don't know that yet, and that's your edge

Angles to build from

- **September is the best month to travel and nobody believes you** — prove it
- **Oktoberfest is in September** — the post that surprises people every single year
- **Empty-nester travel:** the kids went back to school — when do *you* leave?
- **The kid-free shoulder-season math** — same resort, hundreds less, half the crowd
- **Grandparents Day → the multigenerational trip conversation**
- **Warm water, no crowds** — your own September photos are the receipt

The U.S. pick: Santa Fe, New Mexico

A GREAT AMERICAN CITY IN ITS BEST MONTH

September is when Santa Fe shows off. The summer monsoons are done, the high-desert air turns golden, the aspens start to flip in the mountains above town, and the green-chile harvest makes the whole city smell like roasting chiles. Mid-month brings **Fiesta de Santa Fe** — running since 1712, one of the oldest community celebrations in the country.

Who it suits: couples who've "done" the beach, art and food people, girls' trips, empty nesters with a free September (see the angle on page one — this is where they go).

The content angle: everyone's feed is beaches in September. A high-desert art town with a 300-year-old fiesta stops the scroll precisely because it isn't one.

Learn more: santafe.org (tourism board) · newmexico.org · santafe.org/annual-events for Fiesta dates

Destination spotlight: the ABC Islands

ARUBA · BONAIRE · CURAÇAO — BELOW THE HURRICANE BELT

THE SEPTEMBER SUPERPOWER

When clients say "we can't do the Caribbean in September — hurricanes," this is your answer. The ABCs sit in the far southern Caribbean, **outside the main hurricane belt** — September here means warm water, reliable sun, real availability, and shoulder-season pricing while the rest of the Caribbean holds its breath.

Aruba — the crowd-pleaser: Eagle Beach, resorts of every flavor, easy nonstops. **Bonaire** — the diver's island: shore diving right off the beach, a marine park since 1979, blissfully undeveloped. **Curaçao** — the culture pick: Willemstad's pastel Dutch waterfront is a UNESCO World Heritage Site, plus 35+ beaches tucked into coves.

The content angle: "The Caribbean you can safely book in hurricane season" is a genuinely useful post — the kind that gets saved and shared, not just liked. Pair it with the shoulder-season math angle.

Learn more: aruba.com · bonaireisland.com · curacao.com · nhc.noaa.gov for the hurricane-belt receipts

The Mediterranean: Greece beyond Santorini

WHERE THE GREEKS ACTUALLY GO — IN THE MONTH THE GREEKS ACTUALLY GO

September is the Aegean's golden hour: the meltemi winds calm down, the sea is at its warmest of the whole year, the August crowds are gone, and everything is still open. Skip the Santorini caldera queue and hand clients one of these:

Naxos — the biggest Cycladic island almost nobody books: real villages, mountain tavernas, long sandy beaches (Plaka, Agios Prokopios), and the Portara gate at sunset. Brilliant for families and first-time Greece clients who want islands without the influencer prices.

Nafplio — not an island at all: a seaside neoclassical town on the Peloponnese, the first capital of modern Greece, crowned by the Palamidi fortress. Two hours from Athens, no ferry required — the "Greek islands feeling" for clients who won't do boats.

The content angle: "The Greece your clients haven't seen on Instagram" — position yourself as the agent who knows the second page of the map. That's pebbling at destination scale.

Learn more: discovergreece.com (official tourism site — search Naxos and Nafplio) · visitgreece.gr · ferry planning: ferryhopper.com

From The Dispatch — The How to Travel Agent Show, Mondays 11am ET. This guide is for How to Travel Agent members. Steal the process, not the posts. Questions? Reply to any Dispatch — I answer my email. — Kris