

INTEGRATED CONTENT CALENDAR
 FY 2018-2019

| CONTENT FLIGHTING | JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER | JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE |
|----------------------------|-----------------------|--------------------------|-----------------------------------|---------------------------------------|--|-----------------------------|----------------------|--------------------------|----------------|--------------------------|-------------------------|---------------------------------------|
| THEMES | | | | | | | | | | | | |
| Attractions | Highway 1 Opening | Hotels & Golf | Locals Secrets | | Only in Monterey | | Golf | Romantic Restaurants | Scenic Drives | Free Things | Secret Spots | National Marine Sanctuary |
| Activities | 101 Road Trip | Dog Friendly | | Exhilarating Activities | Sunsets | Rainy Day Activities | MIndfulness | Movie Buffs | Fitness | Picnics | Bucket List Activities | Affordable Golf |
| Arts, Culture & History | Carmel Courtyards | | | Art/Artists | | | | Steinbeck | | Best Backdrops | Adobes | |
| Events & Holidays | | Car Week | Jazz Fest/Fall Events | | Unique Holidays | NY Resolutions | Whalefest | AT&T/ Spring Events | GourmetFest | PBFW | Artichoke Fest | US Open 2019 |
| Family | Family Adventure | | | | | Holidays | | | Spring Break | | | Family Itinerary |
| Food & Wine | Happy Hours | | Farmers Markets | | Thanksgiving & Wine | | | Breweries | | Wine Tasting | | Taste Monterey County |
| Outdoors & Wildlife | | Indian Summer | Sea Otters | Monarchs | Winter Wildlife | Tidepooling | Whale Watching | Pinnacles | Purple Carpet | Top Hikes | Ocean Activities | |
| Sustainable Moments | Sustainable Road Trip | Green Travel | Sustainable Big Sur | | Travel Fail 2.0 | | Sustainable Showcase | | | Earth Day | | World Oceans Day |
| Campaigns/Sweeps | | | Fall Campaign/Sweepstakes | | | Winter Campaign/Sweepstakes | | | | | | |
| Topical | Highway 1 Opening | | | Ghost Stories/ Harvest/ Denver Flight | | | Proposals | Romance | | Big Little Lies | | Pebble Beach Centennial/ US Open 2019 |
| Content Activation | Hwy 1 Roadtrip | Hiking/Outdoors | Luxury Travel | Harvest/ Wine Crush | | | | | Wildflowers | | | |
| Group/Meetings | Happy Hours | New Venues & Renovations | Unique Activities & Team Building | Getting to Monterey: Airlift | Business Dinners/ Client Services Team | Unique Venues | Workcation | MCC Walkable Restaurants | Green Meetings | New Venues & Renovations | Inspirational Itinerary | Ease of Access |
| Group Content Activiations | | In the Moment | | | | | | | | Big Little Meetings | | |
| Corporate | Highway 1 Opening | Annual Luncheon | | | | | | | | | Dean Runyan | |