

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	Surfing/CA Surf Day	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	