MONTEREY
Grab life by the moments.

SeeMonterey.com

MONTEREY COUNTY CONVENTION & VISITORS BUREAU: INTEGRATED CONTENT CALENDAR

A roadmap to the MCCVB's Fiscal Year 17-18 Content Calendar. Themes will roll out through paid, earned and social channels in specified months. Contact Marketing@SeeMonterey.com with any questions.

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
THEMES												
Attractions	Big Sur Trail	Luxury Getaways/ Locals Secrets		Big Sur Bridge Opening			Golf	Romantic Restaurants	Scenic Drives	Free Things	Secret Spots	Secret Gardens
Activities	101 Road Trip	Dog Friendly		Exhilarating Activities		Rainy Day Activities		Movie Buffs	Fire Pits/Beach Fires	Picnics	Bucket List Activities	Staycation
Arts Culture & History				Art/Artists				Art/Literary		Landscapes	Culture/History	
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	Wine Month	Breweries	Thanksgiving & Wine					Wine Tasting		Taste Monterey County
Outdoors & Wildlife		Sea Otters	Beekeeping		WInter Wildlife	Tidepooling	Whale Watching	Pinnacles	Wildflowers	Top Hikes	Ocean Activities	
Sustainable Moments	Edible Monterey/ Responsible Camping	Edible Monterey	Edible Monterey							Sustainable Big Sur		
Campaigns/Sweeps			Fall Campaign/Sweepstakes			Winter Campaign/Sweepstakes						
Topical			New Fall	Ghost Stories	Romance	New Winter	Proposals		New Spring	Big Little Lies Filming		New Summer
Group/Meetings	Workcation	Summer Renovations/ Tips & Trends	Unique Activities/ Team Building	Fall Renovations	Staying fit while traveling	Unique Venues	MCC Opening/ Customer Advisory BOD	MCC Walkable Restaurants	Inspirational Itinerary	Green Meetings	Ease of Access	Spring Renovations/ MCC Car Week Events
Corporate	Tammy DMAI Chair	Annual Luncheon		Big Sur Bridge Opening			Customer Advisory Board				Dean Runyan	

Paid
Owned (social/content)
Earned
Owned & Earned
Group
Corporate