MONTEREY
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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	Fit-cation	Picnics	Bucket List Activities	Staycation
Arts Culture & History			Art/Artists					Art/Literary			Culture/History	
Events & Holidays		Car Week/ Jazz Fest	Fall Events		Holidays	NY Resolutions		AT&T	Spring Events	PBFW	Artichoke Fest	US Open 2019
Family			Family Adventure			Family 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	Butterflies	Tidepooling		Whale Watching	Pinnacles	Wildflowers	Top Hikes	Ocean Activities	
Sustainable Moments	Edible Monterey/ Responsible Camping	Edible Monterey	Edible Monterey	Sustainable Big Sur					Sustainable Wildlife	Green Travel		
Campaigns/Sweeps			Fall Campaign/Sweepstakes			Winter Campaign/Sweepstakes						
Topical			New Fall	Romance		New Winter	Proposals		New Spring	Landscapes		New Summer
Group/Meetings	Workcation	Summer Renovations/ Tips & Trends	Unique Activities/ Team Building		Fall Renovations		MCC Opening/ Customer Advisory BOD	Unique Venues	Memorable Meetings	Green Meetings	Spring Renovations	
Corporate	Tammy DMAI Chair	Annual Luncheon		Big Sur Bridge Opening			Customer Advisory Board				Dean Runyan; MCHA My Monterey	

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