

**INTEGRATED CONTENT CALENDAR**  
 FY 2019-2020

CONTENT FLIGHTING	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>THEMES</b>												
Themes		Fall: Harvest, Wine, Indian Summer			Winter: Holiday Travel, Winter Wildlife				Spring: Outdoor Adventure, Wildflowers			
Attractions		Top Attractions	Locals Secrets		Only in Monterey		Golf	Romantic Restaurants	Scenic Drives	Free Things	Beaches	National Marine Sanctuary
Activities		Dog Friendly	Surfing/ Surf Day	Exhilarating Activities	Sunsets	Rainy Day Activities	MIndfulness	Movie Buffs/ Bucket List Activities	Fitness	Picnics	Awe Moments	Affordable Golf
Arts, Culture & History	Carmel Courtyards		Eat Like a Local	Art/Artists				Steinbeck		Best Backdrops	Adobes	
Events & Holidays	4th of July	Car Week/Fall Events	IndyCar/ Jazz Fest		Unique Holidays / Tall Ship	NY Resolutions	Whalefest/ Plan for Vacation Day	AT&T/ Spring Events	GourmetFest	PBFW	Mother's Day Brunches	Monterey's 250th Bday/ Artichoke Fest
Family	Family Adventure					Holidays			Spring Break	Unique Family Activities		Family Itinerary
Food & Wine	Happy Hours		Farmers Markets	Harvest/ Wine Crush	Thanksgiving & Wine		Ocean View Restr/ CA Restr Month	Clam Chowders	Craft Beer	3 Days in Wine Country		Taste Monterey County
Outdoors & Wildlife		Indian Summer/ Hiking	Sea Otters	Monarchs	Winter Wildlife	Tidepooling	Whale Watching	Pinnacles	Wildflowers	Purple Carpet/ Day Hikes	Beaches	Ocean Activities
Sustainable Moments	Sustainable Road Trip	Green Travel	Monterey Bay	Sustainable Big Sur	Travel Fail	Monterey Travel Tips	Sustainable Showcase	Alternative Transportation	Overview	Earth Day	Big Sur Video	World Oceans Day
Campaigns/Sweeps			Fall Campaign/Sweepstakes			Winter Campaign/Sweepstakes						
Topical	Mommy Getaway		Best Brunches	Ghost Stories			Proposals	Romance			Outdoor Patios	
Promotions	Monterey Jazz Fest Giveaway											
Group/Meetings	Happy Hours/ Stay Fit While Traveling	MCC Walkable Restaurants/ CAB video	Unique Activities/ Museum Venues	Getting to Monterey/ Sustainable Meetings	Business Dinners/ How to Unwind	Unique Venues/ SCS Team	Workcation/ Spouse Activities	New Renovations/ Inspired Moments	Green Meetings/ Meet in the Moment	Meetings in the Vines/ Meet In the Elements	Inspirational Itinerary/ Stay in the Moment	Ease of Access/ Big Little Meetings
Group Tradeshows/Events		ASAE Annual Meeting	IMEX			Seasonal Spectacular/ Assc Forum Showcase	PCMA Convening Leaders	MPI NCC	N.West Sales Mission/ MPI Cascadia		HelmsBrisco Annual Conference	MPI WEC
Corporate		Annual Luncheon						VCA Outlook Forum			Natl Travel & Tourism Week/ Dean Runyan	
Luxury		Virtuoso Travel Week				ILTM Cannes			Visit CA Connection			