

INTEGRATED CONTENT CALENDAR
FY 2020-21

CONTENT FLIGHTING	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	Q1				Q2		
	TRAVEL RETURNS: local deals, staycations, road trips Fall: Harvest, Wine, Second Summer				TRAVEL RETURNS: leisure travel, road trips Winter: Holiday Travel, Winter Wildlife		
Attractions	Open spaces (social distancing): parks, beaches, golf			Locals Secrets		Attractions reopening	
Outdoor Activities	Top 5 Outdoor Experiences	Beaches	Second Summer/ Hiking	Surfing/ Surf Day	Perfect Weather for Outdoor Fall Activities	Sunsets	Beaches
Arts, Culture & History		Weekend in Carmel: Responsibly		Art/Artists	Diversity in local history	Support local artists	
Events & Holidays	Monterey's 250th Bday	4th of July	Car Week (Potentially Virtual)/Fall Events	IndyCar/Jazz Fest		Unique Holidays	NY Resolutions
Family	Family Staycation	Family Staycation		Remote working/learning convenience			Holidays
Food & Wine	Open Restaurants & Wineries	Farmers Markets	Artichokes	CA Wine Month	Harvest/ Wine Crush	Thanksgiving & Wine	
Wildlife		Condors		Sea Otters	Monarchs	Winter Wildlife	Tidepooling
Sustainable Travel	World Oceans Day	Road Trip	Big Sur/Travel Fails	Monterey Bay	Sustainable Big Sur	Travel Fails	Monterey Travel Tips
Campaigns/Sweeps	Ongoing Recovery Campaign				Ongoing Recovery Campaign		
Promotions	Local Specials	Business Promotions, Deals & Specials	Business Promotions, Deals & Specials	Wine Activation	Business Promotions, Deals & Specials		
Group/Meetings			Outdoor Meetings	Virtual Site Tours	Hosting a Mixed Meeting	Renovations	Unique Outdoor Venues/ SCS Team
Luxury			Virtuoso's Keep Dreaming campaign		Couples Escape		Wellness & Relaxation