

Integrated Content Calendar FY 2021-2022

Content Flighting	July	August	September	October	November	December	January	February	March	April	May	June
	Q1			Q2			Q3			Q4		
	Fall: Wine, Second Summer			Winter: Holiday Travel, Winter Wildlife			Spring: Outdoor Adventure, Wildflowers			Spring/Summer: Warmer weather, Outdoor Adventure		
Events	<ul style="list-style-type: none"> - MotoAmerica 7/9-11 - MotoFest 7/16-18 - PG VW Cruise 7/21 - Artichoke Festival 7/24-25 	<ul style="list-style-type: none"> - Car Week 8/6-15 - Salinas Food & Wine 8/7 - Spartan Race 8/21 - West End Celeb. 8/28-29 - Greek Festival 8/31-9/2 	<ul style="list-style-type: none"> - County Fair 9/3-6 - Festa Italia 9/10-12 - Grand Prix 9/17-19 - Pure Insurance 9/20-26 - CA Rodeo Salinas 9/23-26 - Sports Car Champ 9/24-25 - Jazz Festival 9/24-26 	<ul style="list-style-type: none"> - Sea Otter Classic 10/7-10 - Monterey Beer Fest 10/16 - Carmel Bach Fest 10/23-11/5 	<ul style="list-style-type: none"> - Big Sur Food & Wine 11/4-6 - Velocity Invitational 11/11-14 		<ul style="list-style-type: none"> - Monterey SwingFest 1/12-17 - Carmel Culinary Week 1/14-23 	<ul style="list-style-type: none"> - AT&T Pro Am 1/31-2/6 	<ul style="list-style-type: none"> - Jazz Bash by the Bay 3/4-6 		<ul style="list-style-type: none"> - Winemaker's Celebration 5/7 - Carmel Art Festival 5/13-15 - California Roots 5/26-29 	<ul style="list-style-type: none"> - Monterey Wine Fest 6/11-12 - Monterey International Blues Fest 6/25
Holidays	<ul style="list-style-type: none"> - National Parks&Rec Month - 4th of July 	<ul style="list-style-type: none"> - Oyster Day 8/5 	<ul style="list-style-type: none"> - California Wine Month - Labor Day 9/6 - Fall Equinox - Surfing Day 	<ul style="list-style-type: none"> - California Farmer Month - Indigenous Peoples Day 10/11 - Halloween 	<ul style="list-style-type: none"> - Dia de los Muertos 11/1-2 - Veteran's Day 11/11 - Thanksgiving - Black Friday 	<ul style="list-style-type: none"> - Christmas - New Years Eve 	<ul style="list-style-type: none"> - New Years - National Plan for Vacation Day 1/25 - Whalefest 1/26 	<ul style="list-style-type: none"> - Black History Month - Valentine's Day - National Clam Chowder Day 2/25 	<ul style="list-style-type: none"> - International Women's Month - International Women's Day 3/8 - St. Patrick's Day 3/17 	<ul style="list-style-type: none"> - Easter 4/17 	<ul style="list-style-type: none"> - National Travel & Tourism Week 5/1-7 - Mother's Day 5/8 - National Wine Day 5/25 - World Otter Day 5/25 - Memorial Day 5/30 	<ul style="list-style-type: none"> - Father's Day (19) - Juneteenth (19)
Fahlgren PR Calendar	<ul style="list-style-type: none"> - Epic Road Trips 	<ul style="list-style-type: none"> - Wine Escapes - Fall Events Preview 	<ul style="list-style-type: none"> - Fall Foodie Finds: Experience the Bounty of Monterey County - Meetings Beyond the Boardroom 	<ul style="list-style-type: none"> - The Latest in Luxury / Resorts Roundup - Unique Monterey County Gifts 	<ul style="list-style-type: none"> - Best Places to Golf in Monterey County 	<ul style="list-style-type: none"> - New in 2022 - Wellness Experiences in the New Year 	<ul style="list-style-type: none"> - Romantic Getaways - Whale Watching 	<ul style="list-style-type: none"> - Culture-Filled Getaways (museums, music, outdoor art) 	<ul style="list-style-type: none"> - Earth Day - Sustainable Meetings 	<ul style="list-style-type: none"> - Culinary Adventures 	<ul style="list-style-type: none"> - Best Places to See the Sunset - Summer Events Preview 	<ul style="list-style-type: none"> - Outdoor Dining and Drinking
VCA PR Calendar	<ul style="list-style-type: none"> - Parents-Only Getaway - End-of-Summer Family Travel 	<ul style="list-style-type: none"> - Where to go in 2022 - California Events are Back - Historic Music Venues 	<ul style="list-style-type: none"> - Halloween Festivities - Dine Globally in California - Agritourism in California 	<ul style="list-style-type: none"> - California's Holiday Spirit - Thanksgiving and Gratitude - Winter in California 	<ul style="list-style-type: none"> - New Year's Eve - California's Sustainable Wineries 	<ul style="list-style-type: none"> - Wellness and Detox Travel - Diversity Across California's Tourism Businesses - What's Old and Still Worth Visiting 	<ul style="list-style-type: none"> - California's Cultural Hotspots 	<ul style="list-style-type: none"> - Accessible Destinations 	<ul style="list-style-type: none"> - Must-Try Cocktails and Where to Find Get Them - Undiscovered Nature in the Gateway Cities 	<ul style="list-style-type: none"> - Alternative Summer Spots - California's Music Festivals 	<ul style="list-style-type: none"> - California Road Trip Republic - Most Walkable Cities 	
VCA Travel Stories Content	<ul style="list-style-type: none"> - Pet-Friendly 	<ul style="list-style-type: none"> - Camping/Glamping 	<ul style="list-style-type: none"> - CA Wine Month - CA Surf Month 	<ul style="list-style-type: none"> - Halloween Haunted Destinations/Events - Road Trips 	<ul style="list-style-type: none"> - Culinary 	<ul style="list-style-type: none"> - Holiday Focus 						
Attractions	<ul style="list-style-type: none"> - Scenic Drives - 17 Things to See on 17-Mile Drive 	<ul style="list-style-type: none"> - Pet-Friendly 	<ul style="list-style-type: none"> - WeatherTech Raceway 	<ul style="list-style-type: none"> - Spooky destinations - Monarch Butterfly Sanctuary 	<ul style="list-style-type: none"> - 7 Hikes to Take Your Breath Away 	<ul style="list-style-type: none"> - Christmas on the Coast - Pinnacles National Park 	<ul style="list-style-type: none"> - 2022 Monterey County Bucket List 	<ul style="list-style-type: none"> - Cannery Row 	<ul style="list-style-type: none"> - Harvest Season 	<ul style="list-style-type: none"> - U-picks 	<ul style="list-style-type: none"> - Spring Blooms - Scenic Drives 	<ul style="list-style-type: none"> - National Marine Sanctuary - Best Places to Watch the Sunset
Outdoor Activities	<ul style="list-style-type: none"> - National Parks & Rec Month 	<ul style="list-style-type: none"> - Horseback Riding 	<ul style="list-style-type: none"> - Surfing 	<ul style="list-style-type: none"> - Biking, Camping 	<ul style="list-style-type: none"> - Winter Surf 	<ul style="list-style-type: none"> - Outdoor Wellness Activities 	<ul style="list-style-type: none"> - Golf 	<ul style="list-style-type: none"> - Top Outdoor Experiences 	<ul style="list-style-type: none"> - Camping 	<ul style="list-style-type: none"> - Hiking 	<ul style="list-style-type: none"> - Purple Carpet/Spring Blooms 	<ul style="list-style-type: none"> - Trails
Arts, Culture & History	<ul style="list-style-type: none"> - Outdoor Art 	<ul style="list-style-type: none"> - Sand City Public Art 	<ul style="list-style-type: none"> - Monterey Jazz History 	<ul style="list-style-type: none"> - Carmel Mission 250th Anniversary 	<ul style="list-style-type: none"> - Monterey Walking Tours - Handcar Tours 	<ul style="list-style-type: none"> - Local Holiday Gift Guide 	<ul style="list-style-type: none"> - Murals 	<ul style="list-style-type: none"> - Monterey County Black Caucus - National Steinbeck Center 	<ul style="list-style-type: none"> - Monterey Jazz History - The Women of Monterey County 	<ul style="list-style-type: none"> - Adobes 	<ul style="list-style-type: none"> - CBTS Art Galleries 	<ul style="list-style-type: none"> - Blues Music - National Steinbeck Center anniversary
Family		<ul style="list-style-type: none"> - End of Summer Family Travel 		<ul style="list-style-type: none"> - Outdoor Family Activities 		<ul style="list-style-type: none"> - Family Holiday 		<ul style="list-style-type: none"> - Spring Road Trips 		<ul style="list-style-type: none"> - U-picks 		<ul style="list-style-type: none"> - Family Itinerary
Food & Wine	<ul style="list-style-type: none"> - Artichoke Capital 	<ul style="list-style-type: none"> - Salinas Food & Wine 	<ul style="list-style-type: none"> - River Road Wine Trail 	<ul style="list-style-type: none"> - Big Sur Food & Wine 	<ul style="list-style-type: none"> - Craft Beer and Breweries 	<ul style="list-style-type: none"> - Outdoor Dining with a View 	<ul style="list-style-type: none"> - Carmel Culinary Scene 	<ul style="list-style-type: none"> - Clam Chowder on the Wharf 	<ul style="list-style-type: none"> - Farmers Markets 	<ul style="list-style-type: none"> - Restaurants & Wineries 	<ul style="list-style-type: none"> - Culinary Adventures 	<ul style="list-style-type: none"> - Carmel Wineries
Wildlife	<ul style="list-style-type: none"> - Condors 	<ul style="list-style-type: none"> - Moss Landing Wildlife 	<ul style="list-style-type: none"> - Sea Otters 	<ul style="list-style-type: none"> - Monarch Butterflies 	<ul style="list-style-type: none"> - Winter Wildlife 	<ul style="list-style-type: none"> - Tidepooling 	<ul style="list-style-type: none"> - Whale Watching 	<ul style="list-style-type: none"> - Birding 	<ul style="list-style-type: none"> - Dolphins 	<ul style="list-style-type: none"> - Harbor Seal Puppupping Season 	<ul style="list-style-type: none"> - World Otter Day 	<ul style="list-style-type: none"> - Whale Watching
Sustainable Travel	<ul style="list-style-type: none"> - Fire season safety 	<ul style="list-style-type: none"> - Fire season safety 	<ul style="list-style-type: none"> - Planning Ahead 	<ul style="list-style-type: none"> - Agriculture 	<ul style="list-style-type: none"> - Sustainable Big Sur 	<ul style="list-style-type: none"> - Planning Ahead for 2022 	<ul style="list-style-type: none"> - Leave No Trace 	<ul style="list-style-type: none"> - Sustainable Moments 2.0 	<ul style="list-style-type: none"> - Tourism Matters 	<ul style="list-style-type: none"> - Earth Day 	<ul style="list-style-type: none"> - Responsible Travel 	<ul style="list-style-type: none"> - World Oceans Day
Promotions, Sweeps		<ul style="list-style-type: none"> - Sip & Stay Monterey Hotel packages 	<ul style="list-style-type: none"> - Local Specials 	<ul style="list-style-type: none"> - Business Promotions, Deals & Specials 	<ul style="list-style-type: none"> - Holiday Specials 	<ul style="list-style-type: none"> - Holiday Specials 						
Group Meetings	<ul style="list-style-type: none"> - Events 	<ul style="list-style-type: none"> - Book Now Promotion 	<ul style="list-style-type: none"> - Sustainable Meetings 	<ul style="list-style-type: none"> - Book Now Promotion 	<ul style="list-style-type: none"> - Now is the Moment - Book Now Promotion 	<ul style="list-style-type: none"> - Now is the Moment - Book Now Promotion Ends 	<ul style="list-style-type: none"> - Now is the Moment 	<ul style="list-style-type: none"> - Now is the Moment 	<ul style="list-style-type: none"> - Sustainable Meetings 	<ul style="list-style-type: none"> - Sustainable Meetings 	<ul style="list-style-type: none"> - National Travel & Tourism Week 	<ul style="list-style-type: none"> - Events
Luxury	<ul style="list-style-type: none"> - Couples Escape 	<ul style="list-style-type: none"> - Wellness & Relaxation 	<ul style="list-style-type: none"> - Ultimate Wine Escape 	<ul style="list-style-type: none"> - Glamping 	<ul style="list-style-type: none"> - Luxury Food & Wine experiences 		<ul style="list-style-type: none"> - Wellness & Relaxation 	<ul style="list-style-type: none"> - Couples Escape 			<ul style="list-style-type: none"> - Wellness & Relaxation 	<ul style="list-style-type: none"> - Couples Escape