

 MONTEREY <small>MONTEREY COUNTY GOVERNMENT</small> <small>ESTABLISHED 1850</small>	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	MotoAmerica(9-11), MotoFest(16-18), PG VW Cruise(21), Artichoke Festival(24-25)	Car Week(6-15), Salinas Food & Wine Festival(7), Concours(12-15), Spartan Race(21), West End Celebration(28-29), Greek Festival(31-9/2)	County Fair(3-6), Festa Italia(10-12), Grand Prix(17-19), Pure Insurance Champ(20-26), CA Rodeo Salinas(23-26), Sports Car Champ(24-25), Jazz Festival(24-26)	Sea Otter Classic(7-10), Carmel Bach Festival(23-11/5), Monterey Beer Festival(30)	Big Sur Food & Wine Festival(4-6), Velocity Invitational(11-14)		Monterey SwingFest(12-17), Carmel Culinary Week(14-23)	AT&T Pro Am(1/31-2/6)	Jazz Bash by the Bay(4-6)		Winemaker's Celebration(7), Carmel Art Festival(13-15), California Roots(26-29)	Monterey Wine Festival(11-12), Monterey International Blues Festival(25)
Holidays	National Parks and Recreation Month, 4th of July	Oyster Day(5)	California Wine Month, Labor Day(6)	California Farmer and Farmworker Month, Squid and Cuttlefish Day(10), Indigenous Peoples Day(11), Halloween	Dia de los Muertos(1-2), Veteran's Day(11), Thanksgiving(25), Black Friday(26)	Christmas, New Years Eve	New Years, National Plan for Vacation Day(25), Whalefest(26)	Black History Month, Valentine's Day, Presidents' Day(21), National Clam Chowder Day(25)	International Women's Month, International Women's Day(8), St. Patrick's Day(17), Cesar Chavez Day(31)	Easter(17), National Picnic Day(23)	National Travel & Tourism Week(1-7), Cinco de Mayo(5), Mother's Day(8), National Wine Day(25), World Otter Day(25), Memorial Day(30)	Father's Day(19), Juneteenth(19)
VCA Travel Stories Content/PR Submissions	Pet-Friendly	Road Trips	CA Wine Month	Halloween Haunted Destinations/Events	Culinary	Holiday Focus						
Attractions	Pet-Friendly Monterey County	Scenic Drives, 17 Things to See on 17-Mile Drive	WeatherTech Raceway	Spooky destinations, Monarch Butterfly Sanctuary, Best Places to Watch the Sunset	7 Hikes to Take Your Breath Away	Christmas on the Coast, Pinnacles National Park	2022 Monterey County Bucket List	Cannery Row	Harvest Season	U-picks	Spring Blooms, Scenic Drives	National Marine Sanctuary
Outdoor Activities	Parks & Rec, Pet-friendly parks, beaches and hikes, Olympic sports	Horseback Riding	Paragliding	Biking, Camping(planning ahead)	Winter Surf	Hiking	Top Outdoor Experiences	Golf	Camping	Outdoor Picnics with a view	Purple Carpet/Spring Blooms	Trails
Arts, Culture & History		Sand City Public Art	Monterey Jazz History	Carmel Mission 250th Anniversary	Monterey Walking Tours, Handcar Tours	Local Holiday Gift Guide	Murals	Monterey County Black Caucus, National Steinbeck Center	Monterey Jazz History, The Women of Monterey County	Adobes	CBTS Art Galleries	Blues Music, National Steinbeck Center anniversary
Family		End of Summer Family Travel		Outdoor Family Activities		Family Holiday			Spring Road Trips	U-picks	Outdoor Family Activities	Family Itinerary
Food & Wine	Artichokes, CBTS Wine Walk, Peter B's Head Brewer	Salinas Food & Wine, Seafood(Oysters on the half shell)	River Road Wine Trail	Calamari, Big Sur world-class food and wine, Craft Beer and Breweries	Big Sur world-class Food & Wine	Outdoor Dining with a view	Carmel Culinary Scene	Clam Chowder on the Wharf	Farmers Markets	Restaurants & Wineries	Salinas Food & Wine	Carmel Wineries
Wildlife	Condors	Moss Landing Wildlife	Sea Otters	Monarch Butterflies	Winter Wildlife	Tidepooling	Whale Watching	Birding	Dolphins	Harbor Seal Pupping Season	World Otter Day	Whale Watching
Sustainable Travel	Fire Season Safety	Fire Season Safety	Agriculture (Salinas - Labor Day)	Planning Ahead	Sustainable Big Sur	Agriculture	Planning Ahead for 2022	Sustainable Moments 2.0	Tourism Matters	Earth Day	Responsible Travel	World Oceans Day
Promotions, Sweeps	Sip & Stay Monterey Hotel packages	Sip & Stay Monterey Hotel packages	Local Specials	Business Promotions, Deals & Specials								
Group Meetings		Now is the Moment	Now is the Moment	Book Now Promotion		Book Now Promotion		Book Now Promotion		Book Now Promotion	National Travel & Tourism Week	Book Now Promotion ends this month!
Luxury	Couples Escape	Wellness & Relaxation	Ultimate Wine Escape	Glamping(planning ahead)	Luxury Food & Wine experiences		Wellness & Relaxation	Couples Escape	Glamping		Wellness & Relaxation	Couples Escape