MONTEREY COUNTY CONVENTION & VISITORS BUREAU

CONTENT CALENDAR FY23-24

KEY MESSAGING

SEPTEMEBER 2023

KEY MESSAGING

Wildfire prevention; National, state and county parks; Craft beer scene; Digital detox, camping

JULY 2023

KEY DATES

- National Parks & Recreation Month
- 4th of July
- U.S. Women's Open 7/6 7/9
- Monterey Beer Festival 7/8
- Superbike Speedfest 7/7 7/9
- Carmel Bach Festival 7/15 7/29
- Classic MotoFest 7/14 7/16
- California Rodeo Salinas 7/20-7/23

MEETINGS KEY DATES & MESSAGING

Staycation in Monterey



Monterey Car Week; Sand City arts & culture walks; galleries; Bounty of the Salinas Valley

AUGUST 2023

KEY DATES

- Salinas Valley Food & Wine Festival 8/5
- Monterey Car Week 8/11-8/20
- Monterey Pre-Reunion 8/12-8/13
- National Dog Day 8/26
- Sand City West End Celebration 8/26-8/27
- National Beach Day 8/30

MEETINGS KEY DATES + MESSAGING

• Smart Meetings, New York

KEY MESSAGING

History of jazz and weekly live music; Wine trails; Winter surf; Fall harvest; Second summer/warm weather

KEY DATES

- California Wine Month
- California Surf Month
- Labor Day 9/5
- Hispanic Heritage Month 9/15-10/15
- Monterey County Fair8/31-9/4
- Grand Prix (Indycar) 9/8-9/10
- Fall Equinox 9/23
- Monterey Greek Festival 9/23-9/25
- Monterey Jazz Festival 9/22-9/24

MEETINGS KEY DATES

+ MESSAGING

-Destination California



OCTOBER 2023

NOVEMBER 2023

DECEMBER 2023

KEY MESSAGING

Agriculture and farm worker appreciation; Fall activities; Spooky destinations; Monarch Butterflies; Cozy Coastal Escapes

KEY DATES

- California Farmers Month
- Global Diversity Month
- Museums and Gallery Month
- LGBTO+ History Month
- Rebels & Renegades 10/06-10/08
- Indigenous Peoples Day 10/09
- Halloween

MEETINGS KEY DATES

- + MESSAGING
- IMEX Oct. 17-19, Las Vegas
- What's New Fall 2024

KEY MESSAGING

Winter wildlife viewing and safety; Monarch butterflies; Support local small businesses; Culinary, staple restaurants

KEY DATES

- Native American Heritage Month
- Big Sur Food & Wine Festival 11/3-11/5
- Monterey Bay Half Marathon 11/11-11/13
- Thanksgiving
- Black Friday
- Small Business Saturday

KEY MESSAGING

Winter events; Holiday gift guide; What's new in 2024

KEY DATES

- Christmas at the Inns 11/30-12/1
- Christmas Day
- Winter Solstice 12/21
- •First Night Monterey/NYE

MEETINGS KEY DATES + MESSAGING

- CalSAE Seasonal Spectacular
- Holiday Galas



MONTEREY COUNTY CONVENTION & VISITORS BUREAU

CONTENT CALENDAR FY23-24

JANUARY 2024 FFBRUARY 2024 **MARCH 2024**

KEY MESSAGING

Health & wellness, spas; Seasonal draws; Yearround whale watching; Epic hiking trails; Book direct

KEY DATES

- AT&T Pebble Beach Pro-Am
- Carmel Culinary Week

- Wellness in Meetings

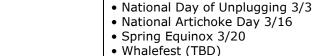


KEY MESSAGING

Black owned businesses; Steinbeck history; National Steinbeck Center; Romantic getaways; Cannery Row; Wildlife viewing and safety

KEY DATES

- Black History Month
- National Clam Chowder Day 2/25
- John Steinbeck's birthday 2/27



• Jazz Bash By The Bay (TBD)

International Women's Month

JOMO the joy of missing out/digital detox;

Women owned businesses; Agriculture tours

Scenic drives, road trips; Monterey Artichoke

• Easter 3/31

KEY DATES

KEY MESSGING

Trail; Whale watching





MAY 2024

KEY MESSAGING

AAPI owned businesses; Wildlife safety; Summer events preview; Digital accessibility & ADA accessibility

KEY DATES

- California Travel & Tourism Month
- Asian American & Pacific Islander Month
- Mother's Day 5/14
- Global Accessibility Awareness Day 5/18
- World Otter Day & National Wine Day 5/25
- Memorial Day 5/29



KEY MESSAGING

LGBTQIA+ owned businesses; Summer vacation, family travel; Water activities Monterey Bay; National Marine Sanctuary, local ocean conservation efforts

JUNE 2024

KEY DATES

- Pride Month
- World Ocean Month
- California State Parks Week
- World Oceans Day 6/8
- Father's Day 6/16
- Juneteenth
- Summer Solstice 6/20
- Artichoke Festival
- Winemakers' Celebration



- Pinnacles National Park anniversary 1/10
- National Plan For Vacation Day 1/25
- Monterey SwingFest

MEETINGS KEY DATES + MESSAGING

- What's New Winter 2024





APRIL 2024 KEY MESSAGING

Sustainability; Pet-friendly travel; Biking trails Spring blooms; Cannabis; Earth Day

KEY DATES

- Pebble Beach Food & Wine
- National Pet Day 4/11
- National Park Week 4/16-4/24
- 4/20
- Earth Day 4/22
- Sea Otter Classic 4/20-4/23

MEETINGS KEY DATES

- + MESSAGING
- What's New Spring 2024
- Global Meetings Industry Day
- Sustainable Meetings