












CONTENT CALENDAR FY23-24

JULY 2023	AUGUST 2023	SEPTEMBER 2023
<p>KEY MESSAGING Wildfire prevention; National, state and county parks; Craft beer scene; Digital detox, camping</p> <p>KEY DATES</p> <ul style="list-style-type: none"> • 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 <p>MEETINGS KEY DATES & MESSAGING</p> <ul style="list-style-type: none"> • Staycation in Monterey 	<p>KEY MESSAGING Monterey Car Week; Sand City arts & culture walks; galleries; Bounty of the Salinas Valley</p> <p>KEY DATES</p> <ul style="list-style-type: none"> • 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 <p>MEETINGS KEY DATES + MESSAGING</p> <ul style="list-style-type: none"> • Smart Meetings, New York 	<p>KEY MESSAGING History of jazz and weekly live music; Wine trails; Winter surf; Fall harvest; Second summer/warm weather</p> <p>KEY DATES</p> <ul style="list-style-type: none"> • California Wine Month • California Surf Month • Labor Day 9/5 • Hispanic Heritage Month 9/15-10/15 • Monterey County Fair 8/31-9/4 • 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 <p>MEETINGS KEY DATES + MESSAGING</p> <ul style="list-style-type: none"> -Destination California 
OCTOBER 2023	NOVEMBER 2023	DECEMBER 2023
<p>KEY MESSAGING Agriculture and farm worker appreciation; Fall activities; Spooky destinations; Monarch Butterflies; Cozy Coastal Escapes</p> <p>KEY DATES</p> <ul style="list-style-type: none"> • California Farmers Month • Global Diversity Month • Museums and Gallery Month • LGBTQ+ History Month • Rebels & Renegades 10/06-10/08 • Indigenous Peoples Day 10/09 • Halloween <p>MEETINGS KEY DATES + MESSAGING</p> <ul style="list-style-type: none"> • IMEX Oct. 17-19, Las Vegas • What's New Fall 2024 	<p>KEY MESSAGING Winter wildlife viewing and safety; Monarch butterflies; Support local small businesses; Culinary, staple restaurants</p> <p>KEY DATES</p> <ul style="list-style-type: none"> • 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 	<p>KEY MESSAGING Winter events; Holiday gift guide; What's new in 2024</p> <p>KEY DATES</p> <ul style="list-style-type: none"> • Christmas at the Inns 11/30-12/1 • Christmas Day • Winter Solstice 12/21 • First Night Monterey/NYE <p>MEETINGS KEY DATES + MESSAGING</p> <ul style="list-style-type: none"> • CalSAE Seasonal Spectacular • Holiday Galas 

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JANUARY 2024	FEBRUARY 2024	MARCH 2024
<p>KEY MESSAGING Health & wellness, spas; Seasonal draws; Year-round whale watching; Epic hiking trails; Book direct</p> <p>KEY DATES</p> <ul style="list-style-type: none"> • Pinnacles National Park anniversary 1/10 • National Plan For Vacation Day 1/25 • AT&T Pebble Beach Pro-Am • Carmel Culinary Week • Monterey SwingFest <p>MEETINGS KEY DATES + MESSAGING</p> <ul style="list-style-type: none"> • Wellness in Meetings • What's New Winter 2024 	<p>KEY MESSAGING Black owned businesses; Steinbeck history; National Steinbeck Center; Romantic getaways; Cannery Row; Wildlife viewing and safety</p> <p>KEY DATES</p> <ul style="list-style-type: none"> • Black History Month • National Clam Chowder Day 2/25 • John Steinbeck's birthday 2/27 	<p>KEY MESSAGING JOMO the joy of missing out/digital detox; Women owned businesses; Agriculture tours Scenic drives, road trips; Monterey Artichoke Trail; Whale watching</p> <p>KEY DATES</p> <ul style="list-style-type: none"> • International Women's Month • National Day of Unplugging 3/3 • National Artichoke Day 3/16 • Spring Equinox 3/20 • Whalefest (TBD) • Jazz Bash By The Bay (TBD) • Easter 3/31 
APRIL 2024	MAY 2024	JUNE 2024
<p>KEY MESSAGING Sustainability; Pet-friendly travel; Biking trails Spring blooms; Cannabis; Earth Day</p> <p>KEY DATES</p> <ul style="list-style-type: none"> - 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 <p>MEETINGS KEY DATES + MESSAGING</p> <ul style="list-style-type: none"> • What's New Spring 2024 • Global Meetings Industry Day • Sustainable Meetings 	<p>KEY MESSAGING AAPI owned businesses; Wildlife safety; Summer events preview; Digital accessibility & ADA accessibility</p> <p>KEY DATES</p> <ul style="list-style-type: none"> • 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 • Cali Roots 5/24-5/26 <p>MEETINGS KEY DATES + MESSAGING</p> <ul style="list-style-type: none"> • Cal Travel & Tourism Month • IMEX Frankfurt, 5/14-16 	<p>KEY MESSAGING LGBTQIA+ owned businesses; Summer vacation, family travel; Water activities Monterey Bay; National Marine Sanctuary, local ocean conservation efforts</p> <p>KEY DATES</p> <ul style="list-style-type: none"> • 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 