

MONTEREY COUNTY CONVENTION & VISITORS BUREAU CONTENT CALENDAR FY22-23

JULY

KEY MESSAGING

Wildfire prevention; State & county parks; Craft beer scene & new local breweries; CBTS art galleries, theatres, music; Digital detox, camping

KEY DATES

- National Parks & Recreation Month
- 4th of July
- Superbike Speedfest 7/8-7/10
- Carmel Bach Festival 7/14-7/30
- Classic MotoFest 7/15-7/17
- California Rodeo Salinas 7/21-7/24
- Monterey Beer Festival 7/30

MEETINGS KEY DATES & MESSAGING

- Staycations



AUGUST

KEY MESSAGING

Sand City arts & culture: Night Market 8/31 first Friday event, public murals; Bounty of the Salinas Valley; WeatherTech Raceway events

KEY DATES

- Salinas Valley Food & Wine Festival 8/6
- Monterey Car Week 8/12-8/21
- Monterey Pre-Reunion 8/13-8/14
- International Dog Day 8/26
- Sand City West End Celebration 8/27-8/28



SEPTEMBER

KEY MESSAGING

Jazz history and where to find live jazz; Salinas Valley Wine Trail & CBTS Wine Walk; Winter surf; Beginning of fall harvest season; Second summer

KEY DATES

- California Wine Month
- California Surf Month
- Labor Day 9/5
- Hispanic Heritage Month 9/15-10/15
- Monterey County Fair 9/1-9/5
- Grand Prix (Indycar) 9/9-9/11
- Fall Equinox 9/22
- Monterey Greek Festival 9/23-9/25
- Monterey Jazz Festival 9/23-9/25

MEETINGS KEY DATES & MESSAGING

- Meetings beyond the boardroom



OCTOBER

KEY MESSAGING

Salinas Valley ag & farm worker appreciation; Fall outdoor activities; Monarch butterflies; Spooky destinations/tours; Cozy coastal escapes

KEY DATES

- California Farmers Month
- Indigenous Peoples Day 10/10
- Velocity Invitational 10/14-10/16
- Country Roots 10/15-10/16
- Halloween



NOVEMBER

KEY MESSAGING

Winter wildlife; Support local small businesses; Thanksgiving & wine country; Winter events preview; Monterey County heritage/history

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
- Christmas at the Inns 11/30-12/1



DECEMBER

KEY MESSAGING

Made in Monterey County holiday gift guide; Travel plans for the new year; Shopping; Winter specials; What's new in 2023

KEY DATES

- Christmas in the Adobes (TBD)
- Christmas Day
- Winter Solstice 12/21
- First Night Monterey/NYE

MEETINGS KEY DATES & MESSAGING

- Holiday Galas



JANUARY

KEY MESSAGING

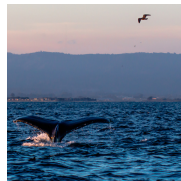
What's new in 2023; Health & wellness activities in the new year; Year-round whale watching; Epic hiking trails

KEY DATES

- Pinnacles National Park 10-year anniv 1/10
- National Plan For Vacation Day 1/25
- AT&T Pebble Beach Pro-Am 1/31-2/6
- Carmel Culinary Week (TBD)
- Monterey SwingFest (TBD)

MEETINGS KEY DATES & MESSAGING

- Wellness in meetings
- What's New in 2023



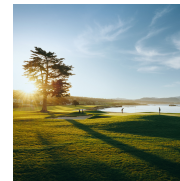
FEBRUARY

KEY MESSAGING

Seaside history; Black-owned businesses; Steinbeck history: National Steinbeck Center, Cannery Row; Romantic getaways; Golf; Wildlife safety

KEY DATES

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



MARCH

KEY MESSAGING

JOMO the joy of missing out/digital detox; Women-owned businesses; Agriculture tours; Scenic drives/road trips; Whale watching

KEY DATES

- 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)



APRIL

KEY MESSAGING

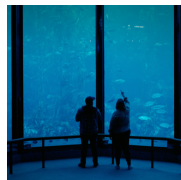
Sustainability & responsible travel; Pet-friendly travel; Biking trails; Spring blooms; Cannabis: Seaside dispensaries, Cali Roots

KEY DATES

- Easter 4/9
- 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

- Global Meetings Industry Day (TBD)
- Sustainable meetings/green meeting spaces



MAY

KEY MESSAGING

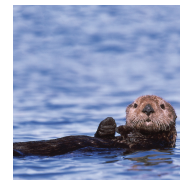
AAPI-owned businesses; Wildlife safety; Digital & ADA accessibility; Culinary adventures; Splurge-worthy summer trips; Summer events preview

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
- California Roots Music & Arts Festival (TBD)
- Winemakers' Celebration (TBD)

MEETINGS KEY DATES & MESSAGING

- California Travel & Tourism Month



JUNE

KEY MESSAGING

LGBTQIA+ Monterey County; Family travel; Summer beaches; Monterey Bay National Marine Sanctuary; Choke trail (TBD)

KEY DATES

- Pride Month
- California State Parks Week
- U.S. Women's Open 7/5-7/9
- World Oceans Day 6/8
- Father's Day 6/18
- Juneteenth 6/19
- Summer Solstice 6/21
- Artichoke Festival (TBD)

