

INTEGRATED CONTENT CALENDAR
 FY 2018-2019

CONTENT FLIGHTING	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
THEMES												
Attractions	Highway 1 Opening	Hotels & Golf	Locals Secrets		Only in Monterey		Golf	Romantic Restaurants	Scenic Drives	Free Things	Beaches	National Marine Sanctuary
Activities	101 Road Trip	Dog Friendly	Surfing/CA Surf Day	Exhilarating Activities	Sunsets	Rainy Day Activities	MIndfulness	Movie Buffs/ Bucket List Activities	Fitness	Picnics	Awe Moments	Affordable Golf
Arts, Culture & History	Carmel Courtyards			Art/Artists				Steinbeck		Best Backdrops	Adobes	
Events & Holidays		Car Week	Jazz Fest/Fall Events		Unique Holidays / Tall Ship/ First City Festival	NY Resolutions	Whalefest/ CA Restaurant Month/ Plan for Vacation Day	AT&T/ Spring Events	GourmetFest/ Tall Ship	PBFW	Artichoke Fest	US Open 2019
Family	Family Adventure					Holidays			Spring Break			Family Itinerary
Food & Wine	Happy Hours		Farmers Markets		Thanksgiving & Wine			Breweries		Wine Tasting		Taste Monterey County
Outdoors & Wildlife		Indian Summer	Sea Otters	Monarchs	Winter Wildlife	Tidepooling	Whale Watching	Pinnacles	Wildflowers	Purple Carpet/ Day Hikes	Ocean Activities	
Sustainable Moments	Sustainable Road Trip	Green Travel	Monterey Bay	Sustainable Big Sur	Travel Fail	Monterey Travel Tips	Sustainable Showcase	Alternative Transportation	Overview	Earth Day	Big Sur Video	World Oceans Day
Campaigns/Sweeps			Fall Campaign/Sweepstakes			Winter Campaign/Sweepstakes						
Topical	Highway 1 Opening			Ghost Stories/ Harvest/ Denver Flight			Proposals	Romance		Dallas Flight	Big Little Lies	Pebble Beach Centennial/ Visit CA Michelin
Content Activation	Hwy 1 Roadtrip	Hiking/Outdoors		Harvest/ Wine Crush	Luxury Travel		Outdoor Adventure		Active Getaway		3 Days in Wine Country	Big Little Lies
Group/Meetings	Happy Hours	New Venues & Renovations	Unique Activities & Team Building	Getting to Monterey: Airlift	Business Dinners/ How to Unwind	Unique Venues	Workcation/ Spouse Activities	MCC Walkable Restaurants	Green Meetings	Meetings in the Vines	Inspirational Itinerary	Ease of Access
Group Content Activiations		In the Moment		Skift: Innovation Hub		Skift: Surroundings & Creativity		Skift: Forefront of Innovative Meetings				Big Little Meetings
Corporate	Highway 1 Opening	Annual Luncheon				GDS & Positive Impact					Dean Runyan	