

CONTENT CALENDAR 2024-2025

MONTEREY
FIND YOUR WAY HERE™

July 2024

Key Messaging

Outdoor Adventures, Beach Hopping, Recognized Restaurants & Wineries, Seaside's Oaxacan Culture, Salinas' Rodeo History, Pet-Friendly Activities, Monterey's "Second Summer," Antiquing & Thrifting

Key Dates

- Park & Recreation Month
- Fourth of July
- MotoAmerica Superbike SpeedFest (July 12-14)
- Carmel Bach Festival (July 13-27)
- California Rodeo Salinas (July 18-21)
- Ice Cream Day (July 21)
- Wine & Cheese Day (July 25)

Meetings Key Messaging & Dates

- Staycation in Monterey

August 2024

Key Messaging

Outdoor Adventures, Beach Hopping, Recognized Restaurants & Wineries, Seaside's Oaxacan Culture, Salinas' Rodeo History, Pet-Friendly Activities, Monterey's "Second Summer," Antiquing & Thrifting

Key Dates

- National Wellness Month
- Salinas Valley Food & Wine Festival (Aug 3)
- National Farmers Market Week (Aug 4-10)
- Monterey Car Week (Aug 9-18)
 - Monterey Pre-Reunion & Corkscrew Hillclimb (Aug 10-11)
 - Rolex Monterey Motorsports Reunion (Aug 14-17)
 - Pebble Beach Concours D'Elegance (Aug 18)
- Pinot Noir Day (Aug 18)
- Monterey Winemakers' Celebration (Aug 24)
- West End Celebration (Aug 24-25)
- Dog Day (Aug 26)
- Monterey County Fair (Aug 29-Sep 2)
- National Beach Day (Aug 30)

September 2024

Key Messaging

Outdoor Adventures, Beach Hopping, Recognized Restaurants & Wineries, Seaside's Oaxacan Culture, Salinas' Rodeo History, Pet-Friendly Activities, Monterey's "Second Summer," Antiquing & Thrifting

Key Dates

- Hispanic Heritage Month
- California Wine Month
- Labor Day (Sep 2)
- Festa Italia (Sep 6-8)
- California Surf Month/ Day (Sep 20)
- Fall Equinox (Sep 22)
- Sea Otter Awareness Week (Sep 22-28)
- GRIDLIFE Laguna (Sep 27-29)
- Monterey Jazz Festival (Sep 27-29)
- California International Airshow Salinas (Sep 27-29)
- Steinbeck Center's Street Fair (Sep 21)
- Oaxaca by the Sea (Sep 21)
- Monterey Greek Festival (TBD)

October 2024

Key Messaging

Monterey Wine Trail, Clam Chowder Season, Holiday Shopping, Guide to Shopping Local, Monarch Butterfly Season, Whale Watching, Holiday Getaways, Alternative Wellness (Equine Therapy & Aqueous Yoga), Luxury Experiences, Destination Dupes, Digital Detox-Stargazing, Alternative Road Trips

Key Dates

- California Farmer & Farmworker Month
- Seafood Month
- Emotional Wellness Month
- Museums & Galleries Month
- Book Month
- LGBTQ+ History Month
- Monarch Migration
- Coffee Day (Oct 1)
- Taste of Carmel (Oct 3)
- Monterey Beer Festival (Oct 5)
- Meet the Makers (Oct 12)
- Indigenous Peoples Day (Oct 14)
- Halloween (Oct 31)
- Carmel-by-the-Sea Birthday (Oct 31)

Meetings Key Messaging & Dates

- IMEX Las Vegas (Oct 8-10)

November 2024

Key Messaging

Monterey Wine Trail, Clam Chowder Season, Holiday Shopping, Guide to Shopping Local, Monarch Butterfly Season, Whale Watching, Holiday Getaways, Alternative Wellness (Equine Therapy & Aqueous Yoga), Luxury Experiences, Destination Dupes, Digital Detox-Stargazing, Alternative Road Trips

Key Dates

- Vegan Day (Nov 1)
- Native American Heritage Month
- Big Sur Food & Wine Festival (Oct 31-Nov 2)
- Monterey Bay Half Marathon (Nov 8-10)
- National Hiking Day (Nov 17)
- Go For a Ride Day (Nov 22)
- Thanksgiving (Nov 28)
- Small Business Saturday (Nov 30)

December 2024

Key Messaging

Monterey Wine Trail, Clam Chowder Season, Holiday Shopping, Guide to Shopping Local, Monarch Butterfly Season, Whale Watching, Holiday Getaways, Alternative Wellness (Equine Therapy & Aqueous Yoga), Luxury Experiences, Destination Dupes, Digital Detox-Stargazing, Alternative Road Trips

Key Dates

- Ice Skating on the Bay
- Christmas in the Adobes (Dec 6-7)
- Winter Solstice (Dec 21)
- Christmas (Dec 25)
- First Night Monterey (Dec 31)
- Michelin Guide
- Pantone Color of the Year

Meetings Key Messaging & Dates

- Holiday Galas
- CalSAE Seasonal Spectacular Sacramento (Dec 4-5)

January 2025

Key Messaging

New in 2025, Spring, Outdoor Activities, Black-Owned Businesses, Couples Itineraries, Whale Watching, Women-Owned Businesses, Spring Break for Families, Luxurious Nature Pursuits, Weekend Getaways, Gig-Tripping (Sports & Concerts), Off-Season Skip the Crowds

Key Dates

- Pinnacles Anniversary (Jan 10, 2013)
- Plan For Vacation Day - Seasonal Draws (Jan 28)
- Lunar New Year (Jan 29)
- Monterey Swing Fest (Jan 15-20)

Meetings Key Messaging & Dates

- What's New 2025
- Wellness in meetings
- PCMA Convening Leaders (Jan 12-15) Houston TX

February 2025

Key Messaging

New in 2025, Spring, Outdoor Activities, Black-Owned Businesses, Couples Itineraries, Whale Watching, Women-Owned Businesses, Spring Break for Families, Luxurious Nature Pursuits, Weekend Getaways, Gig-Tripping (Sports & Concerts), Off-Season Skip the Crowds

Key Dates

- Black History Month
- Whale Day (Feb 16)
- Clam Chowder Day (Feb 25)
- John Steinbeck's birthday (Feb 27)

March 2025

Key Messaging

New in 2025, Spring, Outdoor Activities, Black-Owned Businesses, Couples Itineraries, Whale Watching, Women-Owned Businesses, Spring Break for Families, Luxurious Nature Pursuits, Weekend Getaways, Gig-Tripping (Sports & Concerts), Off-Season Skip the Crowds

Key Dates

- Women's History Month
- Global Day of Unplugging (Mar 7)
- National Artichoke Day (Mar 16)
- Spring Equinox (Mar 20)
- Jazz Bash by the Bay (TBD)

Meetings Key Messaging & Dates

- What's New Spring 2025

April 2025

Key Messaging

Wildflower Blooms, Purple Blanket Spotting, Waterfront Seafood Spots, Al Fresco Dining, Wine Tasting & Vineyard Tour Experiences, Road Trip Itineraries, Literary Itineraries, Multi-Gen Itineraries, AAPI-Owned Businesses, Monterey County State Parks, Pride, Responsible Travel, Hidden Gems

Key Dates

- Pebble Beach Food & Wine (Apr 10-13)
- Sea Otter Classic (Apr 10-13)
- Easter (Apr 20)
- Pet Day (Apr 11)
- 4/20 (Apr 20)
- Earth Day (Apr 22)
- National Picnic Day (Apr 23)
- Whalefest Monterey (Apr 12-13)
- National Park Week (TBD)

Meetings Key Messaging & Dates

- Global Meetings Industry Day
- Sustainable Meetings & Green Meeting Spaces
- CalSAE Elevate in Monterey (Apr 28-30)

May 2025

Key Messaging

Wildflower Blooms, Purple Blanket Spotting, Waterfront Seafood Spots, Al Fresco Dining, Wine Tasting & Vineyard Tour Experiences, Road Trip Itineraries, Literary Itineraries, Multi-Gen Itineraries, AAPI-Owned Businesses, Monterey County State Parks, Pride, Responsible Travel, Hidden Gems

Key Dates

- California Travel & Tourism Month
- Asian American & Pacific Islander Heritage Month
- Mother's Day (May 11)
- Global Accessibility Awareness Day (May 15)
- Otter Day (May 28)
- Wine Day (May 25)
- Memorial Day (May 26)
- California Roots Music & Art Festival (May 23-25)
- Trans Am Speedfest (TBD)
- Motul Course de Monterey Powered by Hyundai N (TBD)
- Ferrari Challenge North America (TBD)

Meetings Key Messaging & Dates

- CalTravel and Tourism Month
- IMEX Frankfurt (May 20-22)

June 2025

Key Messaging

Wildflower Blooms, Purple Blanket Spotting, Waterfront Seafood Spots, Al Fresco Dining, Wine Tasting & Vineyard Tour Experiences, Road Trip Itineraries, Literary Itineraries, Multi-Gen Itineraries, AAPI-Owned Businesses, Monterey County State Parks, Pride, Responsible Travel, Hidden Gems

Key Dates

- Pride Month
- Ocean Month
- California State Parks Week
- Oceans Day (June 8)
- Global Wellness (June 14)
- Father's Day (June 15)
- Summer Solstice (June 20)
- Artichoke Festival (TBD)
- Firestone Grand Prix of Monterey (TBD)

Meetings Key Messaging & Dates

- MPI WEC St. Louis (June 17-19)