

16-17 MARCOMM Content Calendar

Segment	July	August	September	October	November	December	January	February	March	April	May	June
Content Pillars by segment	Active Getaway: Biking, hiking, kayaking, hiking, racing, boating			Escape Factor: Golf, spa, hiking, relaxation, food/wine, wellness			Epic Scenery: Highway 1, 17-Mile Drive, Road trips, beaches, vineyards, ag fields			Cultural Enrichment: Music, history, aquarium museums, art, festivals		
Seasonal Marketing Focus	Connecting moments: Reaching customers in-market during peak season, encouraging them to share experiences.	Connecting moments	Connecting moments	Delivering moments: Deliver moments to potential visitors during typically slower season to entice them to plan their trip.	Delivering moments	Delivering moments	Planning moments: Capture potential visitors' attention with enticing content that features our #1 asset - scenic beauty.	Planning moments	Planning moments	Influencing moments: Bring the brand to life through in-market promos and brand advocates to continue to influence travel.	Influencing moments	Influencing moments
National Campaign 1-2			Fall Campaign + Sweeps						In-Market: hotel brand video + stay an extra day promo			
Content Activations 10-12					Phoenix Culinary Pop Up		Get Away to Monterey - holiday promo/sweeps	Houston Culinary Pop Up	Summer of Love	MJF Sponsorship - amplify anniversary buzz		
					Holiday Escape/ Linquia Content Campaign				Family Fun Content Campaign	Matador adventure promo		
Contents/Sweeps				Fall Sweeps		Winter Sweeps			#GrabLifebytheMoments Contest			
Paid Media				Content Hubs, Linquia Blogger Campaign					Content Hubs, Linquia Blogger Campaign			
Pre-Fall Media FAMS & Sales Missions	VisitCA Korea Team FAM	Tier one Travel FAM	BrandUSA / VisitCA / United Airline FAM	Canada Sales & Media Mission; SF Travel Media Dinner	China Sales Mission; Chicago Media Mission		VisitCA Mexico Sales Mission	MCC FAM		Winemakers FAM	TBEX blogger conference	IPW Media at Conference
		Uniglobe Bon Voyage FAM	BrandUSA MegaFAM								SF Travel Canada Sales Mission	
Media Alerts & Releases	Dali17 and Art Scene	Car Week Traffic	Sustainable Eats	Renovations	Holidays in Monterey	Whalefest, what's new? Whale year-round schedule	Most photographed places in Monterey County		Smell the flowers: spring hikes and day trips; contest kick-off	Summer of Love 2017	Artichoke festival	
					SMT	Visitor Profile Study Update			Dean Runyan Visitor Numbers			
Content / Blog Focus		Family Travel		October Crush		Holidays	Scenic/ Photography		Wildflowers		Outdoor/Hikes	
											"Snackable" Videos repurposed from popular content	
Always On	Social Content,	"Snackable" Video,	Promoted Posts,	TripAdvisor,	Travelzoo,	Digilant,	Annual Visitor Guides	SF Travel microsite,	media pitches & FAMS	+ Sustainable Moments	messaging	