

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		Summer of Love	MJF Sponsorship - amplify anniversary buzz		
									Family Fun Content Campaign	Chicago Culinary Pop Up		
Contents/Sweeps					Holiday Escape/ Linquia Content Campaign				Sunset Challenge - Instagram FAM	Matador adventure promo		
Paid Media				Fall Sweeps		Winter Sweeps			#GrabLifebytheMoments Contest			
Pre-Fall Media FAMS & Sales Missions	VisitCA Korea Team FAM	Tier one Travel FAM	BrandUSA / VisitCA / United Airline FAM	Content Hubs, Linquia Blogger Campaign	Canada Sales & Media Mission; SF Travel Media Dinner	China Sales Mission; Chicago Media Mission	VisitCA Mexico Sales Mission					Salinas Valley FAM
Media Alerts & Releases	Dali17 and Art Scene	Uniglobe Bon Voyage FAM	BrandUSA MegaFAM		Holidays in Monterey;	Milestone year in 2017; New Year, New You, Summer of Love celebration in 2017	Whalefest, what's new? Whale year-round schedule, Big Little Lies - destination as the co-star		Smell the flowers: spring hikes and day trips, contest kick-off	Summer of Love 2017	Artichoke festival	
		Car Week Traffic	Sustainable Eats		Sam Farr Tree Dedication	SMT	Visitor Profile Study Update; Sustainable Symposium PR			Dean Runyan Visitor Numbers		2017 Car Week
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	