

Yearly content calendar

Winter		Spring			Summer			Autumn			Winter
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Adventure & Outdoors	Golf	Golf	Castles	Castles	Camping	Beaches	Adventure & Outdoors	Coasteering & Caving	Dining, Food & Markets	Dining, Food & Markets	Family Holidays
Dog & Pet Friendly	Groups	Unusual & Unique	Cycling	Cycling	Gardening & Flower Shows	Bed & Breakfast	Beaches	Fishing	Fishing	Museums & Opera	Self Catering
Family Holidays	Luxury Breaks & Spa	Short Breaks (Weekend, City, European)	Rock Climbing & Abseiling	Gardening & Flower Shows	Heritage & Historic	Camping	Bed & Breakfast	Scenic & Countryside	Museums & Opera	Nightlife	Summer Holidays
Groups	Music & Festivals	Walking	Running & Marathons	Heritage & Historic	Last Minute, Offers & Deals	Dog & Pet Friendly	Coasteering & Caving	Running & Marathons	Nightlife	Retail & Shopping	Christmas & New Year
Luxury Breaks & Spa	Romantic & Couples		Unusual & Unique	Rock Climbing & Abseiling	Music & Festivals	Kayaking & Watersports	Kayaking & Watersports	Walking	Retail & Shopping	Wine Tasting & Vineyards	
Romantic & Couples	Short Breaks (Weekend, City, European)			Wellbeing & Yoga		Last Minute, Offers & Deals	Surfing		Scenic & Countryside		
Self Catering						Surfing					
Summer Holidays						Weddings					
Weddings											
Wellbeing & Yoga											

On an annual basis, we prepare a yearly content calendar that outlines key content themes that are aligned to Jersey's product and proposition. Content themes are identified by performing audience analysis and identifying significant uplifts in search terms where there is a strong intent to research, compare and book a break.

This content calendar is prepared for Jersey, and while we identify that not all partners will have product that they can align to each of the themes, we do encourage you to tap into the themes when they are relevant to your business.