

Yearly content calendar

Winter		Spring			Summer			Autumn			Winter
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Summer Holidays	Spring Breaks	Spring Breaks	Spring Breaks	Summer Holidays	Summer Holidays	Christmas & New Year	Christmas & New Year	Autumn Breaks	Winter Breaks	Winter Breaks	Summer Holidays
Holidays	Valentines Day (14th) Feb half-term (15-23rd)	Mothering Sunday (22nd)	Easter (12th) Easter holiday (2nd-19th)	VE Day/May bank holiday (8th) Liberation Day (9th) May bank holiday (25th) May half term (23rd-31st) Liberation Day	Fathers Day (21st)	Summer holiday (22nd Jul - 3rd Sept)	Summer holiday (22nd Jul - 3rd Sept) Battle of Flowers (13th-14th) Aug Bank Holiday (31st)	Breca Swimrun (5th) Jersey International Air Display (10th) Superleague Triathlon (TBC)	Halloween (31st) Tennerfest (1st) Jersey Marathon (4th) Ret Race Ultra Tour (10th) Oct half term (19th) Tennerfest Jersey Marathon	Bonfire Night (5th) Remembrance Day (11th) Fete de noue (23rd)	Christmas (25th) New Years Eve (31st) Fete de noue
Romantic & Couples Getaways	Active & Adventure Holidays	Active & Adventure Holidays	Heritage, History & Castles	Heritage, History & Castles	Kayaking & Watersports	Beaches	Beaches	Coasteering & Caving	Coasteering & Caving	Dining, Food & Markets	Christmas & New Year
Family Holidays	Self Catering Holidays	Rock Climbing & Abseiling	Walking	Cycling & Biking	Staycations	Bed & Breakfast	Bed & Breakfast	Agritourism, Sustainability & Farming	Museums & Opera	Museums & Opera	Dining, Food & Markets
Group Holidays	Short Breaks (Weekend, City, European)	Wellbeing (Spa, Yoga, Retreats, Wellness)	Gardening & Flower Shows	Gardening & Flower Shows	Camping & Glamping	Camping & Glamping	Last Minute, Offers & Deals	Scenic & Countryside	Unusual & Unique	Nightlife	Nightlife
Dog & Pet Friendly	Dog & Pet Friendly	Golf	Rock Climbing & Abseiling	Wellbeing (Yoga, Retreats, Wellness)	Fishing	Last Minute, Offers & Deals	Surfing	Walking	Weddings	Retail & Shopping	Retail & Shopping
Jersey & Channel Islands	Luxury Holidays	Music & Festivals	Triathlons & Marathons	Singles Holidays	Singles Holidays	Jersey & Channel Islands	Agritourism, Sustainability & Farming	Unusual & Unique	Retail & Shopping	Romantic & Couples Getaways	
Luxury Holidays		Scenic & Countryside	Music & Festivals	Kayaking & Watersports	Cycling & Biking	Surfing	Fishing	Weddings			
Short Breaks (Weekend, City, European)			Golf				Self Catering Holidays	Triathlons & Marathons			
						Staycations					

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.