

EASTERN HEMISPHERE CAMPAIGNS - 2019/20

	JULY				AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER				JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE							
	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22
CHINA	Wine Tourism Campaign with Ctrip, HH Travel, and Uniqueaway																																																			
	Tourism Australia/ China Southern Airline Coop Activities																																																			
	TV Drama Coop marketing activities																																																			
	Singapore Airlines MOU Campaign																																																			
	Self-drive Campaign																																																			
	Social Media Always On																																																			
	Consumer-Direct Digital Campaign																																																			
	11 Trade Tactical Co-op Campaigns*																																																			
Tourism Australia Marketplace and SATC China RoadShow																																																				
HONG KONG	Consumer awareness digital campaign																																																			
	Tourism Australia Coop Activities																																																			
	Travel Expert Cooperative Campaign																																																			
	KLOOK OTA Cooperative Campaign																																																			
	Singapore Airlines MOU Campaign																																																			
Airline Partnership Campaign																																																				
MALAYSIA	Malaysia Content Campaign: Adelaide to Melbourne																																																			
	Tourism Australia Coop Project Banjo																																																			
	Singapore Airlines																																																			
	Malaysia Airlines One Voice																																																			
	Malindo Air																																																			
	Sedunia Travel																																																			
	Forever Travel Campaign																																																			
Holiday Tours																																																				
SINGAPORE	Singapore Content Campaign: Adelaide to Melbourne																																																			
	Tourism Australia Coop Project Banjo																																																			
	Chan Brothers																																																			
	Jetabout Holidays (Holiday Tours)																																																			
	Singapore Airlines MOU																																																			
	Dynasty Travel																																																			
	Scoot Airlines + RentalCars																																																			

*CHINA TACTICAL AGENCY LIST

Aoliday	Qingdao Huaqing Travel
Zhejiang Vtour	Utour Group
GZL Travel	Lazy Cat Travel
CTI GuangDong	6renyou Travel
Beijing China Youth Travel Services	Tours for fun
Beijing Caissa Travel	

KEY

Co-op marketing activities	■
Brand awareness marketing activities	■

Correct at the time of publishing and subject to alteration / change.