

CAMPAIGN CALENDARS | 2024-25

ALL MARKETS

CENTRAL EUROPE CAMPAIGN CALENDAR | 2024-25

	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
CONSUMER CAMPAIGNS												
Explorers Way Germany with Travel Essence												
Explorers Way KDP Campaigns with BOTG and Oceania Reisen												
Explorers Way Digital Campaign with Boomerang Reisen												
TRAINING EVENTS												
Aussie Specialist Program Spotlight Month												
Tourism Australia STO Road Show												
Tourism Australia PASP Weekend												
KDP Trade Training & Event: Australia Tours												
KDP Trade Training & Event: Diamir												
UK/Europe Marketplace												
ITB 2025												

NEW ZEALAND CAMPAIGN CALENDAR | 2024-25

	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
CONSUMER CAMPAIGNS												
Brand Campaign Always On												
In-Market Event												
Dish Content Partnership												
House of Travel Always On												
House of Travel Consumer Expo												
Christchurch Food Show												
TRAINING EVENTS												
Tourism Australia Roadshow												
House of Travel												
Aussie Specialist Spotlight Webinar												
GO Holidays Reservations Team (TBC)												
Travel Associate Webinar (TBC)												

UNITED KINGDOM CAMPAIGN CALENDAR | 2024-25

	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
CONSUMER CAMPAIGNS												
Trailfinders Always On Australia (Tourism Australia and STOs)												
Ultimate Safaris in Australia (partnership with Tourism WA)												
Waitrose												
Tourism Australia One Voice (Broadcast)												
Ocean to Outback (partnership with Tourism NT)												
Ashes (Barmy Travel)												
Luxury (partnership with Tourism & Events Queensland)												
TRAINING EVENTS												
Travel Bulletin Australia												
Trailfinders Novice Training												
PATA Ireland Roadshow												
Aussie Specialist Program Spotlight Month												
ANZCRO Agent Event												
PATA Australasia												
UK/Europe Marketplace												
SA Showcase Agent Event – Copenhagen												
Luxury agent event with The Tailor (TBC)												
PATA Exchange												
PATA Roadshows												
TA Travel Gossip												
Aus on Tour												
Trailfinders Academy												
TA Luxury Event (TBC)												

CHINA CAMPAIGN CALENDAR | 2024-25

	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
CONSUMER CAMPAIGNS												
Ctrip Campaign												
Zuzuche Road Trip Campaign												
Klook Campaign												
AoMiao Holidays												
Beijing 6renyou.com												
Paid Social Media Campaigns												
Organic Social Media Activity												
Tourism Australia and Ctrip												
Tourism Australia One Voice												
Trade tactical campaign with Beijing United, CITS Shenzhen, CYTS Aoyou, Guangdong Kings, Guangzhou Comfort, Guangzhou New Star, GZL, Shanghai Mint, Sichuan Oriental Light, Beijing Hantu												
Voyage SA Feature Story												
TRAINING EVENTS												
Aussie Specialist Program Spotlight Month												
Trade & Consumer Workshop												
PTC/Southern Cross Traveltech Training (SCTT)												

SOUTHEAST ASIA CAMPAIGN CALENDAR | 2024-25

	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
CONSUMER CAMPAIGNS												
Media Partnership												
Digital Marketing Campaign												
PriceBreaker Campaign												
EU Holidays												
Apple Vacations												
Klook Singapore Campaign												
TRAINING EVENTS												
Lord Mayor Penang Visit												
TA SG Luxe Event												
Singapore Airlines Time to Fly Travel Fair												
TA Indonesia Roadshow: Jakarta/Surabaya												
ASP Spotlight: Singapore & Malaysia												
TA Malaysia Roadshow: KL/Ipoh/Penang												
SG/MY/ID Product Development Forum												
ASP Spotlight: Indonesia												
MATTA Travel Fair (KL)												

NORTH AMERICA CAMPAIGN CALENDAR | 2024-25

	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
CONSUMER CAMPAIGNS												
One Voice Content Partnership												
Signature Partnership												
Goway Campaign												
Swain Destinations Campaign												
Travel Answers Group Campaign												
TRAINING EVENTS												
Down Under Summit												
Travel Answers Group Roadshow												
Swain Summer Bonding												
Virtuoso Travel Week Opening												
ILTM North America												
GTC Trade Event												
Signature Travel B2B and B2C Marketing												
Signature Travel Annual Conference												
Signature Travel Regional Conference - Chicago												
Signature Travel Regional Conference - Los Angeles												
USTOA Conference												
Travel Leaders Network (Trade Education Campaign)												