

# 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     |     |     |      |     |     |     |     |     |     |     |     |     |
| Tourism Australia One Voice with Tourlane                |     |     |      |     |     |     |     |     |     |     |     |     |
| 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       |     |     |      |     |     |     |     |     |     |     |     |     |
| 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 |
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| 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)         |     |     |      |     |     |     |     |     |     |     |     |     |
| Kangaroo Island Digital Campaign                              |     |     |      |     |     |     |     |     |     |     |     |     |
| Rugby in Australia  |     |     |      |     |     |     |     |     |     |     |     |     |
| 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

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| CONSUMER CAMPAIGNS                            |     |     |      |     |     |     |     |     |     |     |     |     |
| Ctrip Campaign                                |     |     |      |     |     |     |     |     |     |     |     |     |
| Zuzuche Road Trip Campaign                    |     |     |      |     |     |     |     |     |     |     |     |     |
| Klook Campaign                                |     |     |      |     |     |     |     |     |     |     |     |     |
| AoMiao Holidays                               |     |     |      |     |     |     |     |     |     |     |     |     |
| Beijing 6renyou.com                           |     |     |      |     |     |     |     |     |     |     |     |     |
| Paid Social Media Campaigns                   |     |     |      |     |     |     |     |     |     |     |     |     |
| Organic Social Media Activity                 |     |     |      |     |     |     |     |     |     |     |     |     |
| TRAINING EVENTS                               |     |     |      |     |     |     |     |     |     |     |     |     |
| Aussie Specialist Program Spotlight Month     |     |     |      |     |     |     |     |     |     |     |     |     |
| Trade & Consumer Workshop                     |     |     |      |     |     |     |     |     |     |     |     |     |
| PTC/Southern Cross Traveltech Training (SCTT) |     |     |      |     |     |     |     |     |     |     |     |     |

## SOUTHEAST ASIA CAMPAIGN CALENDAR | 2024-25

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| 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

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| 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)  |     |     |      |     |     |     |     |     |     |     |     |     |