NEW ZEALAND

CAMPAIGN CALENDAR 2025-2026

	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Campaigns												
NZ Consumer Direct Brand Campaign												
TVNZ - MasterChef Australia Promotion												
House of Travel Expo												
House of Travel Partnership												
Air New Zealand												
World Travellers Expo												
Training Events												
NZ Roadshow												
Virtuoso Luxury Showcase												
Aussie Specialist Spotlight Month												

UNITED KINGDOM & OTHER EUROPE

CAMPAIGN CALENDAR 2025-2026

	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Campaigns												
Tourism Australia One Voice with Trailfinders												
Wanderlust Media Partnership with Qatar Airways												
Luxury in South Australia												
Emirates Italy - Discover Australia												
Emirates France - Le Parisien Partnership												
Emirates Denmark - FDM												
Oceans to Outback with Hays Travel and Tourism NT												
Emirates - News UK Partnership												
Food and Wine Time in South Australia with Singapore Airlines												
Training Events												
Birdfair Consumer Show												
Live to Travel Roadshow - Netherlands												
Aussie Specialist Spotlight Month												
TTG Italy Travel Fair												
Australia in Detail												
PATA Australasia Roadshow												
ILTM Luxury Trade Show												
Tourism Australia Roadshow - France												
PATA Exchange												
Australia on Tour UK												
Australia on Tour - Northern Europe												
Tourism Australia Luxury Event												
World Holiday Show - Dublin												
Trailfinders Roadshow												
Trailfinders London event												
Hays Travel Aussie Takeover												
Trailfinders Academy												

CENTRAL EUROPE

CAMPAIGN CALENDAR 2025-2026

	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Campaigns												
Emirates & Best of Travel Group												
Luxus Insider Trade Training Campaign												
Tourism Australia One Voice with Explorer World of Travel												
Tourism Australia One Voice with Australia Unlimited												
Emirates & eDreams												
Explorers Way with Tourism NT and Travel Essence												
Singapore Airlines Digital Campaign												
Training Events												
PATA Luxe Event												
Aussie Specialist Spotlight Month												
ITB & Tourism Australia Agent Workshop												

CHINA & HONG KONG

CAMPAIGN CALENDAR 2025-2026

	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Campaigns												
Social Media Always On												
Consumer Seminars (5 cities)												
Joint Campaign with WingOn HKG												
TA/SATC/Ctrip Tactical Co-op												
Joint Campaign with 6Renyou.com												
Joint Campaign with Zuzuche.com												
Joint Campaign with Klook HKG												
Arena SA Cover Story												
TA/SATC/KDP Tactical Co-op												
Joint Campaign with Trip.com HKG												
SQ MOU Partnership - HKG												
TVB Hongkong Broadcasts												
Tourism Australia One Voice Campaign HKG												
Training Events												
SATC China training webinar												
Sales visit and trade training HKG												
Digital eNewsletter												
Aussie Specialist Program Spotlight Month												
Taste of SA Trade Luncheon HKG												
Australia Marketplace China												

SOUTHEAST ASIA

CAMPAIGN CALENDAR 2025-2026

	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Campaigns												
Time to Fly Travel Fair												
Malaysia Airlines												
Singapore KDP Joint Campaign												
AirAsia Indonesia												
Singapore Airlines												
Training Events												
Australia Marketplace Southeast Asia												
TA Malaysia Roadshow: Johor, KL & Penang												
TA Showcase: Vietnam												
TA Indonesia Roadshow: Jakarta & Surabaya												
SG/MY/ID Product Development Forum												
SG/MY/ID Aussie Specialist Program Spotlight												

NORTH AMERICA

CAMPAIGN CALENDAR 2025-2026

	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Campaigns												
Tourism Australia One Voice Consortia Campaign: with Virtuoso, Signature & Internova/Global Travel Collection												
Travel Answers Group with Tourism Northern Territory												
United Airlines												
Tourism Australia One Voice: Swain with Travel Answers and Goway												
Tourism Australia One Voice Content Partnership Warner Bros/CNN live												
Southern World and Direct Travel												
SmartFlyer United Airlines Co-op campaign												
Travel Leaders Network Australia Campaign 2025-2026												
ANZCRO Deep Dive South Australia and United Airlines												
Down Under Endeavours - United Airlines Campaign												
Direct Travel Canada and US South Australia Campaign												
Swain x United Airlines 2025-26 Campaign												
Goaway Adelaide Direct- Gateway to Australia												
Travel Leaders South Australia United Campaign												
Virtuoso x South Australia United Campaign												
Signature x South Australia United Campaign												
Training Events												
Virtuoso Travel Week Events												
TAG Roadshow												
Australian North American Marketplace												
San Francisco Event - United Airlines												
Swain Summer Bonding												
Signature Annual Conference												
USTOA Annual Conference												
United Airlines Inaugural Event and Flight												
Signature Regional Conferences: Los Angeles & Chicago												

SOUTH AUSTRALIA

Government of South Australia
South Australian Tourism Commission

Campaigns are subject to change and the calendar will be updated with new activity when available.
Campaign calendar includes Marketing and Trade activity only and not Public Relations.