

# WESTERN 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 29
CENTRAL EUROPE	Australia's South (SA, TAS, VIC)												
	Australia - Coco Weltwiet Reisen												
	Explorers Way Promotion- Sport Scheck and Best of Travel Group												
	South Australia Supplement- Reise & Preise												
	Youth - Explorer Fernreisen & Qatar Airways												
	Diamir												
	Travel Talk - Australia Special												
	Switzerland - Knecht Reisen												
FRANCE	Tourism NT / Australiae a la Carte												
	Routard.com / Odiego												
ITALY	Tourism Australia / Tourism NT												
	Discover Australia												
	NAAR												
	Go Australia												
UK & NORTHERN EUROPE	Australia Unearthed - Skyscanner												
	Travelbag												
	Tourism WA / Qatar Airways												
	Tourism Australia / STO's / The Telegraph												
	Australia's South (SA,TAS,VIC)												
	Winery Experiences - Singapore Airlines												
	Emirates / Trailfinders / Tourism NT - Nature & Wildlife												
	Discover the other OZ (Nordic)												
Nyhavn													
NORTH AMERICA	Meredith Media Content Campaign - Travel + Leisure: Food & Wine												
	"Philausophy" TA Brand												
	Swain Destinations/Air New Zealand Co-op												
	Down Under Endeavours/ Air New Zealand Co-op												
	Southern World/ Air New Zealand Co-op												
	Down Under Answers Co-op												
	Helloworld (Qantas Vacations)												
	Qantas/ Springboard Vacations												
	Virgin Australia/ Aspire Downunder												
	Virgin Australia/ About Australia "Demand Generation"												
	Goway Co-op												
Down Under Travel Co-op													
Qantas Air Pass													
TA Partnership: Consortia Programs													
NEW ZEALAND	NZ Consumer Brand												
	Air New Zealand Cooperative												
	House of Travel												

## KEY

Co-op marketing activities

Brand awareness marketing activities

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

