

CAMPAIGN CALENDARS | 2023-24

ALL MARKETS

CENTRAL EUROPE CAMPAIGN CALENDAR | 2023-24

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
CAMPAIGNS										
Australia Unlimited Consumer Show										
Explorers Way with NT (Explorer World of Travel)										
Explorers Way Switzerland with NT (Knecht Reisen)										
Kangaroo Island Campaign (Australia Unlimited)										
Tourism Australia One Voice Campaign (DER Touristik)										
Digital Marketing										
FAMILS										
G'Day Australia Famil										
ATE Post-Famil										
TRAINING EVENTS										
Aussie Specialist Program Spotlight Month										
Boomerang Wilde Seiten Training Workshop										
BOTG Anniversary Training Workshop										
ITB										

CHINA CAMPAIGN CALENDAR | 2023-24

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
CAMPAIGNS										
Ctrip Campaign										
Road Trip Campaign (Zuzuche)										
Klook Tours & Experiences Campaign										
Social Media Marketing										
FAMILS										
G'Day Australia Famil										
ATE Post-Famil										
TRAINING EVENTS										
Aussie Specialist Program Spotlight Month										
G'day Australia										
Luxury Travel Sector Sales Call										
Marketplace China										

NEW ZEALAND CAMPAIGN CALENDAR | 2023-24

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
CAMPAIGNS										
Brand Campaign Always On										
Direct Email Marketing										
House of Travel Always On										
FAMILS										
VIP Trade Famil										
TRAINING EVENTS										
Aussie Specialist Program Spotlight Month										
Helloworld Reservation Training (Go Holidays)										
House of Travel Consultant Training										
Flight Centre Supplier Showcase Event										

NORTH AMERICA CAMPAIGN CALENDAR | 2023-24

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
CAMPAIGNS										
One Voice Content Campaign										
Expedia Partnership										
Trade Campaigns (Multiple Partners)										
Virtuoso Partnership										
Signature Travel Partnership										
Digital Marketing										
FAMILS										
KDP Famils (TBC)										
TRAINING EVENTS										
Signature Annual Conference										
USTOA										
Travel Trade Training										

SOUTH EAST ASIA CAMPAIGN CALENDAR | 2023-24

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
CAMPAIGNS										
Chan Brothers Travel Campaign										
Digital Marketing Campaign										
Klook Singapore Campaign										
TRAINING EVENTS										
Aussie Specialist Program Training SIN & MAL										
Indonesia Tourism Australia Roadshow										
Product Development Workshops										
MATTA Fair (Consumer Event)										

UNITED KINGDOM CAMPAIGN CALENDAR | 2023-24

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
CAMPAIGNS										
Ocean to Outback (Joint NT)										
Australia's South with VIC and TAS (Flight Centre)										
Kangaroo Island Campaign (First Class Holidays)										
Tourism Australia One Voice										
Trailfinders Always On (with other States)										
Working Holiday Maker										
Ultimate Safaris Campaign										
FAMILS										
Safaris in South Australia										
TRAINING EVENTS										
Aussie Specialist Program Spotlight Month										
Aus on Tour UK										
G'day Australia										
PATA Exchange										
PATA Roadshow Ireland										
PATA Roadshow UK										
Wine and Travel Week										
WYSTC										