

# VisitCanberra international activities calendar 2023/24



MARKETING & PARTNERSHIPS

PR OUTREACH / MEDIA VISITS

DISTRIBUTION DEVELOPMENT

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	
INTERNATIONAL CAMPAIGNS	VC Brand Campaign SHERO SINGAPORE	VC/Skyscanner UK	VC/TA/Signature Travel Network USA		VC/TA/Travel Leaders Network USA	VC/TA/Signature Travel Network USA		VC/TA/Signature Travel Network USA				VC/KDP Campaign INDIA TBC	
	VC/Pacific Arena SINGAPORE							VC/KDP SINGAPORE TBC					
	VC/SQ Campaign SINGAPORE								VC/KDP Campaign INDIA TBC				
	VC/Chan Brothers SINGAPORE							VC/TA Content Partnership USA		VC/TA/Travel Leaders Network USA			VC/KDP Campaign MALAYSIA TBC
	VC/Make My Trip INDIA							VC Brand Campaign INDIA					
	VC Brand Campaign INDIA							VC/KDP Campaign INDIA TBC	VC/SQ Campaign SINGAPORE TBC				
	VC/SQ Campaign INDIA						VC/FJ USA TBC		VC/SQ Campaign INDIA TBC				
	VC/Forever Travel MALAYSIA												
	VC/TA/Traifinders UK												
	PR Agency UK												
PR Agency INDIA													
				International Media Marketplace ASIA							ATE Pre and Post Media Famils		
TRADE EVENTS / MARKET VISITS (B2B)	Australia Martkplace SOUTH EAST ASIA 19-21 July	Australia Martkplace NORTH AMERICA 7-9 August	STO Roadshow INDIA 3-8 September	G'Day Australia CAIRNS 9-12 October					Product Development Forum SINGAPORE TBC		ATE24 MELBOURNE 19-23 May	ATEC Explore NSW & ACT TBC	
	Australia Martkplace INDIA 23-26 July		Trade Mission USA 26 September-4 October	ATEC Meeting Place ADELAIDE 30 October-1 November			TA/STO Roadshow MALAYSIA 22-25 January		Product Development Forum MALAYSIA TBC				
									Product Development Forum INDONESIA TBC				
TRADE FAMILS		ITOs UK/USA 18-20 August	ASP DOMESTIC 18-21 September	G'Day Australia INDIA 4-8 October	ITOs INDIA 30 November-3 December				ASP NEW ZEALAND 7-10 March		Trade USA TBC	ATEC Explore Post-Famil ALL TBC	
			ITOs UK/USA 22-24 September	G'Day Australia UK/EU 13-17 October									
													ATE24 with SMT UK/EU TBC
AUSSIE SPECIALIST PROGRAM / TRADE COMMS	ASP Spotlight Month JAPAN, NEW ZEALAND, CHINA, SINGAPORE & MALAYSIA		ASP Spotlight Month UK/EUROPE			ASP Spotlight Month KOREA, INDONESIA		ASP Spotlight Month AMERICAS, INDIA	ASP Spotlight Month DOMESTIC			ASP Spotlight Month HONG KONG	
			Trade EDM			Trade EDM			Trade EDM		Trade EDM		
INDUSTRY PROGRAMS	ATEC Trade Ready												
			ATEC India Host						ATE Seller Briefing		ATE Seller Briefing		
					India Insights Workshop CANBERRA 30 November								