

VisitCanberra international activities calendar 2023/24



MARKETING & PARTNERSHIPS

INTERNATIONAL CAMPAIGNS

JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	
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 MALAYSIA	
VC/Pacific Arena SINGAPORE							VC/KDP SINGAPORE					
VC/SQ Campaign SINGAPORE								VC/TA/Travel Leaders Network USA				
VC/Chan Brothers SINGAPORE						VC/TA Content Partnership New York Times USA		VC/TA/Travel Leaders Network USA				
VC/Make My Trip INDIA						VC Brand Campaign INDIA		VC/SQ Campaign SINGAPORE				
VC Brand Campaign INDIA						VC/KDP Campaign INDIA						
VC/SQ Campaign INDIA						VC/SQ Campaign INDIA			VC/SQ Campaign INDIA			
VC/Forever Travel MALAYSIA								VC/FJ USA				
VC/TA/Traifinders UK												

PR OUTREACH / MEDIA VISITS

PR Agency UK											
PR Agency INDIA											
			International Media Marketplace ASIA						Key Opinion Leader & Media Content Partnership INDIA	ATE Pre and Post Media Famils	
									Key Opinion Leader & Media Content Partnership INDIA		

TRADE EVENTS / MARKET VISITS (B2B)

Australia Martketplace SOUTH EAST ASIA 19-21 July	Australia Martketplace NORTH AMERICA 7-9 August	STO Roadshow INDIA 3-8 September	G'Day Australia CAIRNS 9-12 October					Product Development Forum SINGAPORE 27 March	Product Development Forum MALAYSIA 2-4 April	ATE24 MELBOURNE 19-23 May	ATEC Explore NSW & ACT 24-26 June
Australia Martketplace 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 INDONESIA 28 March		Trade Event USA (Cairns) 10-12 May	

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 6-9 May	ATEC Explore Post-Famil ALL TBC
		ITOs UK/USA 22-24 September	G'Day Australia UK/EU 13-17 October						ATE24 Pre ALL 12-18 May		
						ATE24 Luxe ALL 27-30 May					

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 KOREA	ASP Spotlight Month NZ/CHINA	ASP Spotlight Month HONG KONG
		Trade EDM			Trade EDM			Trade EDM			Trade EDM

INDUSTRY PROGRAMS

ATEC Trade Ready											
		ATEC India Host							ATE Seller Briefing	India Insights Webinar ONLINE 4 April	ATE Seller Debrief
				India Insights Workshop CANBERRA 30 November							