VisitCanberra international activities calendar 2024/25

VISIT CANBERRA

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TIMING TBC
MARKETING CAMPAIGNS & PARTNERSHIPS	VC/MakeMyTrip INDIA						SOTC & Thomas Cook INDIA						MakeMyTrip 2025 INDIA
				VC/Pickyourtrail Summer of Cricket INDIA									Neem Holidays 2025 INDIA
			VC/TA Content Partnership Condé Nast USA										Kesari 2025 INDIA
	VC/Forever Travel MALAYSIA				VC/FJ/About Australia USA		VC/TA/Swain USA						Pickyourtrail 2025 INDIA
	VC/Kesari INDIA						VC Brand Campaign 2025 INDIA						Pacific Arena 2025 SINGAPORE
			VC/TA/Travel Leaders Network USA										Chan Brothers 2025 SINGAPORE
			VC/TA/Signature Travel Network USA										Travel Answers Group 2024/25 USA
	VC/TA/Trailfinders UK												
	VC/FJ USA												
PR OUTREACH / MEDIA, KOL & CONTENT CREATOR VISITS	PR Agency INDIA												VC Famils INDIA & USA
			Famil Freelancer USA	PR Agency USA									
			Famil Radio 958 SINGAPORE	Famil Kia Ora (Air NZ) NZ						ATE25 Post Famil			
				IMM Asia 23-24 Oct									
SOCIAL MEDIA	China — Always On — Xiaohongshu (RED) & WeChat Key markets during campaign & partnership activity												
TRADE FAMILS	Australia and Beyond Holidays ITO 25 July	Southern World ITO 30 August-1 September		G'Day Australia Post Famil ASP — SINGAPORE/ MALAYSIA 18-22 October					TA with TTAS/DNSW PASP— USA 6-9 March	ATE25 Pre Famil INDIA			DNSW/VC famil USA
									TA with DNSW/VC Product Planners SINGAPORE 19-22 March				
TRADE EVENTS				G'Day Australia PERTH 14-17 October	Signature Travel Network Annual Conference USA 14-17 November			VC/SATC/TNT INDIA (TBC)		ATE25 BRISBANE 28 April-1 May	Trailfinders Academy UK NORTHERN TERRITORY 3-5 May (TBC)		ATEC NSW/ACT B2B Event 2025
				ATEC Meeting Place GOLD COAST 28-30 October									
				Best of Australia Road-show & Market Visit INDIA 7-19 October	TA/STO CEO Mission INDIA 9-14 November								
AUSSIE SPECIALIST PROGRAM / TRADE COMMS	VC Trade EDM Winter	ASP Spotlight Month UK, GERMANY, FRANCE, ITALY	VC Trade EDM Spring	ASP Spotlight Month NEW ZEALAND		VC Trade EDM Summer	ASP Spotlight Month INDONESIA		VC Trade EDM Autumn			VC Trade EDM Winter	ASP Spotlight Month CHINA AND SOUTH KOREA
	ASP Spotlight Month MALAYSIA, JAPAN, SINGAPORE, INDIA								ASP Spotlight Month AMERICAS			ASP Spotlight Month HONG KONG	
INDUSTRY PROGRAMS	Tourism Industry Toolkit Developing, Marketing & Selling Tourism Products												VC Industry Briefing 2024
	Destination Canberra Conference 24 July		Inbound Group Quarterly Meeting		ATEC Meeting Place Seller Debrief	Inbound Group Quarterly Meeting		Pathway to Trade Ready program and ATEC Host Programs					
			ATEC Meeting Place Seller Briefing					ATE25 VC Seller Preferencing Briefing	Inbound Group Quarterly Meeting	ATE25 Day Pass Program	ATE25 Seller Debrief	Inbound Group Quarterly Meeting	
									ATE25 VC Seller Event Briefing				
								Pathway to Trade Ready Workshop 1 & 2	Pathway to Trade Ready Workshop 3	Pathway to Trade Ready Workshop 4			
									TA Destination Australia Conference				

KEY **ASP:** AUSSIE SPECIALIST PROGRAM **ATE:** AUSTRALIAN TOURISM EXCHANGE **ATEC:** AUSTRALIAN TOURISM EXPORT COUNCIL **DNSW:** DESTINATION NEW SOUTH WALES **FJ:** FIJI AIRWAYS **ITO:** INBOUND TOUR OPERATOR **IMM:** INTERNATIONAL MEDIA MARKETPLACE **KDP:** KEY DISTRIBUTION PARTNER **KOL:** KEY OPINION LEADER **PASP:** PREMIER AUSSIE SPECIALIST PROGRAM **SATC:** SOUTH AUSTRALIAN TOURISM COMMISSION **STO:** STATE AND TERRITORY TOURISM ORGANISATIONS **TA:** TOURISM AUSTRALIA **TNT:** TOURISM NORTHERN TERRITORY **TTAS:** TOURISM TASMANIA **UK:** UNITED KINGDOM **USA:** UNITED STATES OF AMERICA **VC:** VISITCANBERRA