

MARKETING CALENDAR

Q4 | 2025

EMAIL	monday	wednesday	friday
October			
1-3		Treats & Eats	Top Hotel Steals
6-10	Viva Finance Spotlight	New Deals	Explore Puerto Rico
13-17	Hotel Savings Spotlight	Fall Into Savings	Early Holiday Travel
20-24	Shake Shack Spotlight	Scary-Good Discounts	WDW for the Holidays
27-31	Disney Holiday Spotlight	Holiday Gifting	Scare Away High Travel Costs
November			
3-7	Spot Pet Insurance Spotlight	Holiday Travel Must-Haves	Local Travel Deals
10-14	Theme Park Spotlight	Holiday Gifting	Holidays at Universal
17-21	Regional Deals Spotlight	Tech Deals	Early Black Friday Travel Deals
24-28	Hotel Savings Spotlight	Early Black Friday Deals	Black Friday Theme Park Sale
December			
1-5	Perpay Spotlight	Last-Minute Holiday Gifting	Destination Drop
8-12	Theme Park Spotlight	Holiday Activities	Last-Minute New Year's Travel
15-19	Regional Deals Spotlight	Top Deals of 2025	Cruise Getaways
22-26	Hotel Savings Spotlight	Thank You - Gratitude Email	All-Inclusive Vacays
29-31	Fitness Deal Spotlight	Ring In the New Year with Savings	

MONTHLY KICK-OFF EMAIL: This email is sent the first week of each month and features seasonal deals.

CLIENT MATERIALS
October
◆ Monthly Merchant Content
◆ Travel and Merchant HTML
◆ Destination Kits: Seattle
◆ Old Town Trolley Tours Toolkit
◆ Omnichannel Marketing Video
November
◆ Monthly Merchant Content
◆ Travel and Merchant HTML
◆ Destination Kits: London
December
◆ Monthly Merchant Content
◆ Travel and Merchant HTML
◆ Destination Kits: Salt Lake City
◆ Destination Drop Kit
◆ Q1 2026 Marketing Calendar
◆ New Travel Concierge Toolkit
◆ Cruises Toolkit

NOTES:
1. Marketing materials and email themes are tentative and subject to change.
2. All marketing materials will be hosted on our Client Marketing Portal (CMP) to be used at your convenience.

