

MARKETING CALENDAR

Q2

2025



EMAIL

April	MONDAY	WEDNESDAY	FRIDAY
1-4		Spring Savings	Spring Break Campaign: Honolulu or Fort Lauderdale
7-11	Walt Disney World® Resort Spotlight	Dining Discounts	Spring Break Campaign: Texas Destinations
14-18	Discounted Event Tickets Spotlight	Movie Ticket Deals	Sports Travel Savings
21-25	Brookdale Senior Living Spotlight	Mother's Day Gifts	Deals for Every Kind of Traveler
28-30	Regional Dining Deals Spotlight	Grad Gifts	

May	MONDAY	WEDNESDAY	FRIDAY
1-2			Staycation Inspiration
5-9	Merchant Spotlight	Outdoor Savings	Waterpark Fun & Savings
12-16	Disneyland® Resort Spotlight	Memorial Day Deals	Top Reviewed Hotels
19-23	Universal Spotlight	Most Popular Discounts	Calmcations
26-30		Summer Wardrobe Savings	Summer Travel Campaign: Summer Road Trips

June	MONDAY	WEDNESDAY	FRIDAY
2-6		Father's Day Gifts	Summer Travel Campaign: San Diego Hotel Price Drop
9-13	Merchant Spotlight	Summer Vacay Savings	Summer Travel Campaign: All-Inclusive Resorts
16-20	Six Flags Spotlight	July 4th Discounts	Summer Travel Campaign: Theme Park Thrills
23-27	Regional Deals for Summer Treats	Celebrate Summer	Summer Travel Campaign: Cruise Vacations
30	Regional Theme Parks & Activities		

CLIENT MATERIALS

- ◆ Monthly Merchant Content
 - ◆ Travel and Merchant HTML
 - ◆ Destination Kits: Charlotte
 - ◆ How to Use Monthly Deals Video
 - ◆ Summer Travel Toolkit
 - ◆ Annual Webinar Sign-Up
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- ◆ Monthly Merchant Content
 - ◆ Travel and Merchant HTML
 - ◆ Destination Kits: Washington, D.C.
 - ◆ Marketing Webinar: May 13
 - ◆ Back to School Toolkit
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- ◆ Monthly Merchant Content
 - ◆ Travel and Merchant HTML
 - ◆ Destination Kits: Boston
 - ◆ San Diego Destination Drop Kit
 - ◆ Q3 2025 Marketing Calendar
 - ◆ Everyday Savings Toolkit
 - ◆ New Marketing Copy Guide

 **Monthly Kick-Off Email:** This email is sent the first week of each month and features seasonal deals.

Visit the CMP to download marketing materials!
CMP.ACCESSPERKS.COM | CMP.ACCESSDEVELOPMENT.COM

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.