

MARKETING CALENDAR

Q3

2025



EMAIL

July	MONDAY	WEDNESDAY	FRIDAY
1-4		Dinner & Movie Deals	Summer Travel Campaign: Beach Trips
7-11	Theme Park Spotlight	Cool Savings for Summer	Summer Travel Campaign: Travel Concierge
14-18	Back to School Travel Spotlight	Back to School Campaign	Summer Travel Campaign: Popular Destinations
21-25	Back to School Spotlight	Back to School Campaign	Summer Travel Campaign: National Parks
28-31	Back to School Spotlight	Back to School Campaign	

Aug.	MONDAY	WEDNESDAY	FRIDAY
1			Pop Culture Inspired Trips
4-8	Back to School Spotlight	Back to School Campaign	Celebrate Life's Big Moments with Travel
11-15	Theme Park Spotlight	Summer Fun Deals	Labor Day Travel Deals
18-22	Hotel Savings Spotlight	End of Summer Savings	Hotel Stays Beyond the Ordinary
25-29	Merchant Spotlight	Deals for the Long Weekend	Theme Park Spotlight

Sept.	MONDAY	WEDNESDAY	FRIDAY
1-5		Sports Savings	Hotel Destination Drop
8-12	Merchant Spotlight	Popular Deals	Fall Travel Deals
15-19	Theme Park Spotlight	Everyday Deals	Travel Savings Stories
22-26	Hotel Savings Spotlight	Autumn Arrivals	Detour Destinations
29-30	Regional Deals Spotlight		

CLIENT MATERIALS

- ◆ Monthly Merchant Content
- ◆ Travel and Merchant HTML
- ◆ Destination Kits: NYC
- ◆ Health & Wellness Toolkit
- ◆ Carowinds Toolkit
- ◆ How-to Video on Using The Launch Toolkit

- ◆ Monthly Merchant Content
- ◆ Travel and Merchant HTML
- ◆ Destination Kits: San Francisco
- ◆ Fall Travel Toolkit
- ◆ Cruise Discounts Toolkit
- ◆ Best Practices Playbook

- ◆ Monthly Merchant Content
- ◆ Travel and Merchant HTML
- ◆ Destination Kits: Tokyo
- ◆ Destination Drop Kit
- ◆ Q4 2025 Marketing Calendar
- ◆ Holiday Shop Toolkit
- ◆ Holiday Travel Toolkit



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](https://cmp.accessperks.com) | [CMP.ACCESSDEVELOPMENT.COM](https://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.