



Hamilton & Waikato Tourism Domestic Campaign Calendar FY21

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Drive & Fly Markets campaigns	Open for Exploration (O4E)		AO	O4E - School Holidays	AO	O4E - Summer Inspiration	AO		O4E - Autumn Short Breaks	AO		
Mighty Local (Waikato resident) campaigns	AO		Explore Your Own Backyard - School Holidays	AO	Xmas Gift Guide	AO	Explore Your Own Backyard - Summer	AO	Explore Your Own Backyard - School Holidays	AO	Mighty Local - Locals Week	
Chinese Nzers market activity	AO						Chinese New Year	AO	School Holidays	AO		
Event promotion	AO			Summer Events Campaign	AO	Events Season Campaign			AO	Fieldnights	AO	
Explore Central North Island JV campaign				Need To Get Out More								
JV campaign with ATEED									Love Thy Neighbour (timing TBC)			
Media pitches & famils	Year Round Activity											
Visitor Guide	2020 Regional Visitor Guide in market						2021 Regional Visitor Guide in market					
TNZ domestic activity leverage opportunities	21/7 Breakf ast TV 28/7 Herald Travel Supp	25/8 Heral d Travel Supp	29/9 Heral d Travel Supp	Urban Experiences Campaign		15/12 Heral d Travel Supp	22/12 Heral d Travel Supp	Urban Experiences Campaign (timing TBC)				

Note: This is a living document and is subject to change due to the market

KEY
AO: Always on digital marketing channel activity