

# MARKETING CALENDAR

Q1 | 2026

EMAIL	monday	wednesday	friday
January			
1-2			Coolcation
5-9	Theme Park Spotlight	Best Discounts from 2025	Cruise Vacations
12-16	Merchant Deal Spotlight	Health & Wellness Savings	Theme Park Thrills
19-23	Tax Merchant Spotlight	New Year, New Deals	Guest-Recommended Hotels
26-30	Hotel Savings Spotlight	Deals You'll Love	Featured Destination
February	This month only: Friday travel emails will arrive on Wednesdays, and Wednesday deals emails will arrive on Fridays to test member engagement.		
2-6	Merchant Deal Spotlight	World Cup Travel	Valentine's Day Discounts
9-13	Hotel Savings Spotlight	Austin, TX Destination Drop	Presidents' Day Deals
16-20	Merchant Deal Spotlight	Cruise Savings	Foodie Savings
23-27	Theme Park Spotlight	Featured Destination	Seasonal Steals
March			
2-6	Hotel Savings Spotlight	Deal Madness	Beach Trips
9-13	Merchant Deal Spotlight	Tech Savings	Cruise Getaways
16-20	Merchant Deal Spotlight	Save on Taxes & More	Vacation Rental Deals
23-27	Theme Park Spotlight	Spring Discounts	Featured Destination
30-31	Merchant Deal Spotlight		

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

CLIENT MATERIALS
January
◆ Monthly Merchant Content
◆ Travel and Merchant HTML
◆ Destination Kits: Bali & San Antonio
◆ New Discounted Movie Tickets Toolkit
◆ Spring Travel Toolkit
February
◆ Monthly Merchant Content
◆ Travel and Merchant HTML
◆ Destination Kits: Honolulu
March
◆ Monthly Merchant Content
◆ Travel and Merchant HTML
◆ Destination Kits: Williamsburg
◆ Destination Drop Kit for May
◆ Q2 2026 Marketing Calendar
◆ Discounted Vacation Rentals 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.

