

# MARKETING CALENDAR

Q2 | 2026

EMAIL	monday	wednesday	friday
<b>April</b>	This month only: Friday travel emails will arrive on Monday, and Monday emails will arrive on Fridays to test member engagement.		
1-3		Spring Savings	Disneyland® Resort Spotlight
6-10	National Park Adventures	Dining Discounts	Merchant Deal Spotlight
13-17	Featured Destination	Home & Garden Deals	Mother's Day Travel Deals
20-24	Cruise Deals	Mother's Day Gifts	Merchant Deal Spotlight
27-30	Walt Disney World® Magic	Gifts for Grads	
<b>May</b>			
1			Summer Sports Events
4-8	Hotel Deals Spotlight + Educator Appreciation Week	Outdoor Deals	Cancun Destination Drop
11-15	Walt Disney World® Spotlight	Holiday Weekend Savings	Memorial Day Travel
18-22	Merchant Deal Spotlight	Movie Discounts	Cruise Getaways
25-29	Regional Dining Deals	Warm Weather Deals	SC: Featured Destination
<b>June</b>			
1-5	Six Flags	Father's Day Gifts	SC: Celebrate America's 250th Birthday
8-12	Merchant Deal Spotlight	Summer Holiday Savings	SC: Regional Water Park Deals
15-19	Hotel Savings Spotlight	Summer Vacay Deals	SC: Cruise Vacations
22-26	Merchant Deal Spotlight	Celebrate Summer Savings	SC: Featured Destination
29-30	Summer Treat Savings		

CLIENT MATERIALS
<b>April</b>
<ul style="list-style-type: none"> <li>◆ Monthly Merchant Content</li> <li>◆ Travel and Merchant HTML</li> <li>◆ Destination Kit: Vancouver</li> <li>◆ Cancun Destination Drop Kit</li> <li>◆ Summer Travel Campaign Kit</li> <li>◆ Seasonal Attraction Toolkits</li> </ul>
<b>May</b>
<ul style="list-style-type: none"> <li>◆ Monthly Merchant Content</li> <li>◆ Travel and Merchant HTML</li> <li>◆ Destination Kit: Atlantic City</li> <li>◆ Back to School Kit</li> </ul>
<b>June</b>
<ul style="list-style-type: none"> <li>◆ Monthly Merchant Content</li> <li>◆ Travel and Merchant HTML</li> <li>◆ Destination Kit: Charleston</li> <li>◆ Q3 2026 Marketing Calendar</li> <li>◆ Fall Travel Kit</li> </ul>

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

**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.

\*SC = Summer Campaign



Visit the CMP to download marketing materials!

[CMP.ACCESSPERKS.COM](http://CMP.ACCESSPERKS.COM) | [CMP.ACCESSDEVELOPMENT.COM](http://CMP.ACCESSDEVELOPMENT.COM)