

MARKETING CALENDAR

Q4 | 2026

EMAIL		Monday	Wednesday	Friday
October	1-2			Staycations
	5-9	Norwegian Cruise Line Special Offer	Deals on Eats & Treats	Cruise Mega Sale
	12-16	Merchant Deal Spotlight	Fall Into Savings	Vegas & NYC Destination Drop
	19-23	Merchant Deal Spotlight	Scary Good Deals	Disney Trips
	26-30	SeaWorld/Busch Gardens Spotlight	Holiday Gift Deals	HC: Scare Away High Travel Costs
November	2-6	Sports Travel Savings	Holiday Theme Park Events	HC: Universal Adventures
	9-13	Merchant Deal Spotlight	Holiday Gift Deals	HC: Cruise Black Friday Sale
	16-20	Disney Spotlight	Tech Discounts	HC: Ski Trip Savings
	23-27	Merchant Deal Spotlight	Early Black Friday Deals	HC: Theme Park Black Friday Sale
	30	Cruise Cyber Week Sale		
December	1-4	Travel Tuesday Deals	Blockbuster Movie Savings	HC: Winter/Holiday Travel
	7-11	Merchant Deal Spotlight	Holiday Gift Deals	HC: All-Inclusive Vacays
	14-18	Legoland Spotlight	Last-Minute Holiday Gifts	HC: Cruise Mega Sale
	21-25	Merchant Deal Spotlight	Thank You & Happy Holidays	HC: Merry Christmas! No Email
	28-31	2027 Travel Trends & Deals	New Year's Discounts	

CLIENT MATERIALS
OCTOBER 🍁 - Monthly Merchant Content - Travel and Merchant HTML - Destination Kits: Barcelona & Cleveland - Updated Travel Marketing Kit - Updated Welcome Series Kit - Updated Launch Kit
NOVEMBER 🍁 - Monthly Merchant Content - Travel and Merchant HTML - Destination Kit: Portland
DECEMBER 🎄 - Monthly Merchant Content - Travel and Merchant HTML - Destination Kit: Denver - Q1 2027 Marketing Calendar - Updated Best Practices Kit - Updated Discount Site Tour Video

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.
***HC = Holiday Campaign**



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