

DESTINATION PERTH

CAMPAIGN CALENDAR 2026

| CAMPAIGNS | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|-----------------|--------|--------|------|------|-----|------------|-----|-------|------|-----|-----|-----------|
| Summer | Yellow | | | | | | | | | | | |
| Valentine's Day | | Orange | | | | | | | | | | |
| School Holidays | | | Blue | | | | | | Blue | | | |
| Mother's Day | | | | Teal | | | | | | | | |
| Winter | | | | | | Light Blue | | | | | | |
| Father's Day | | | | | | | | Green | | | | |
| Wildflowers | | | | | | | | Pink | | | | |
| Black Friday | | | | | | | | | | | | Dark Blue |
| Festive | | | | | | | | | | | Red | |

*Campaigns and timing are subject to change.