

# Gateway Travel Adventures by Disney Marketing Plan

Overall Campaign Slogan: #Myfamilyadventure

Goal: Gain an additional 50 clients through campaign in 2018-2019

	Q2 2018		Q3 2018			Q4 2018			Q1 2019			Q2 2019			Q3 2019		
Target Segment	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
Grandparents	Show Them The World																
Families	Experience The World With Disney																
Adults	Disney Isn't Just For Kids																

