2026

Hospitality Social Calendar

Helping hospitality thrive

Clockwork Marketing®

January

Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	**25**
26	27	28	29	**30**	31	



National Days & Key Dates

Jan	Veganuary
Jan	Dry January
1	New Year's Day
25	Burns Night (Scotland)
30	National Croissant Day

Tip of the month: New Year, new strategy

Take some time to review your marketing strategy. What worked well last year, and what didn't? Refine your key goals for 2026. Review your website, third party listings and social channels to ensure all content is up to date and consistent, with fresh messaging, imagery and seasonal packages to kick off the new year.

February

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National Days & Key Dates

Feb	National Wedding Month	**17**	Shrove Tuesday
1	Yorkshire Pudding Day	**17**	Chinese New Year
5	Time to Talk Day	**17**	Ramadan starts
14	Valentine's Day	**21 – 1 Mar**	Real Bread Week

Tip of the month: Mobile matters

With over 70% of travel research happening on smartphones, your digital experience must be flawless, intuitive and inspiring no matter the channel. Check your user journey on mobile regularly and constantly seek feedback to ensure you are hitting the mark and not jeopardising bookings.

March

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30	31					**1**
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National Days & Key Dates

1	St David's Day (Wales)
2 – 8	British Pie Week
5	St Piran's Day (Cornwall)
8	International Women's Day
13	World Sleep Day
15	Mother's Day
17	St Patrick's Day (Ireland)
20	Eid al-Fitr
29	British Summer Time Begins

Tip of the month: Use AI to improve the guest journey

There's no doubt that AI can help you save time, simplify your day-to-day tasks, and make your guests' booking journey even smoother — from improving customer service to boosting revenue and uncovering useful marketing insights. Just be sure to take a little time to explore which tools are the best fit for your business, so you can get the biggest benefits.

April

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National Days & Key Dates

1	April Fool's Day
3	Good Friday
5	Easter Sunday
6	Easter Monday
22	Earth Day
23	St George's Day (England)

Tip of the month: Getting found on google

Search Engine Optimisation (SEO) isn't a nice-to-have. Our data reveals that SEO drives up to 70% of direct online booking revenue for hospitality businesses. Forget fighting for generic search terms. The real magic happens when you target high-intent, revenue-generating keywords.

May

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National Days & Key Dates

1	Global Love Day
4	Early May Bank Holiday
8	VE Day
13	Receptionist Day
21	International Tea Day
25	Spring Bank Holiday

Tip of the month: Boost year-round revenue

An online gift voucher shop offers the opportunity for extra year-round revenue. Keep your shop well-stocked with tempting, seasonal gift experiences at a variety of price points, and promote regularly across your marketing channels to maximise your income from this additional revenue stream.

June

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National Days & Key Dates

June	Pride Month	**13**	Global Wellness Day
8	World Oceans Day	**21**	Father's Day
13	World Gin Day	**21**	Summer Solstice

Tip of the month: Stay connected

Your guest data is one of your most powerful marketing assets. It allows you to connect directly with guests before, during, and after their stay, and encourage repeat bookings without paying hefty OTA commissions. To keep this channel working hard for you, make sure your database stays active, engaged, and consistently growing. Capture data at every opportunity, from check-in and Wi-Fi sign-ins to website forms and pop-ups.

July

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National Days & Key Dates

July	National Picnic Month
7	World Chocolate Day
19	World Ice Cream Day
25	National Wine and Cheese Day
30	International Day of Friendship

Tip of the month: Email personalisation and automation

Understand who your guests are, segment your data, and be targeted with your communications to maximise your email campaign performance. Set up automated email flows to welcome new followers, send birthday messages, trigger pre and post stay emails, and re-target based on interactions to enhance your guests' journey and brand loyalty.

August

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National Days & Key Dates

4	Bank Holiday (Scotland)	**15**	National Relaxation Day
7	International Beer Day	**27**	National Burger Day
15	World Honey Bee Day	**31**	Summer Bank Holiday

Tip of the month: Power of print

In an increasingly competitive digital landscape, there's something lovely about holding a beautifully designed, high-quality printed leaflet, brochure or postcard. An email or social post disappears in an instant, but a well-crafted piece of print leaves a lasting impression — something tangible that people remember and keep.

September

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National Days & Key Dates

Sept 18	Organic September National Fitness Day	**25**	World Dream Day
21	International Day of Peace	**27**	World Tourism Day

Tip of the month: Picture perfect marketing

The photography and video on your website should communicate how it feels to stay with you. Keep your imagery fresh, seasonal, and true to your brand by planning regular photo and video shoots as part of your marketing strategy. And don't forget to update your visuals across all channels — consistency helps guests recognise and connect with your brand instantly.

October

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National Days & Key Dates

10	World Mental Health Day	**26**	National Pumpkin Day
25	Daylight Savings End	**31**	Halloween

Tip of the month: Growth websites

Your website is often your opening touchpoint with new guests, so making an impact is key. Your website needs to tell a story that resonates. It should capture the essence of your property in seconds (yes, seconds!), creating an emotional connection that goes beyond mere room rates.

November

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National Days & Key Dates

1	World Vegan Day	**13**	World Kindness Day
5	Bonfire Night	**27**	Black Friday
8	Diwali	**30**	St Andrew's Day (Scotland)
11	Remembrance Day	**30**	Cyber Monday

Tip of the month: Benchmarking your data

Competitive intelligence is more than simple comparisons. It's about understanding your market position and uncovering opportunities for growth. By analysing performance against industry benchmarks, you can identify your strengths and areas for improvement. Know your numbers. Accelerate your success.

December

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National Days & Key Dates

21	Winter Solstice	**26**	Boxing Day
24	Christmas Eve	**31**	New Year's Eve
25	Christmas Day	**31**	Hogmanay (Scotland)

Tip of the month: Find your voice

A picture paints a thousand words, but strong and concise copy writing is memorable. It sells the benefits of your business and makes people take action. Your tone of voice should be unmistakably yours — capturing the personality of your brand and giving guests a taste of the experience that awaits them.

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