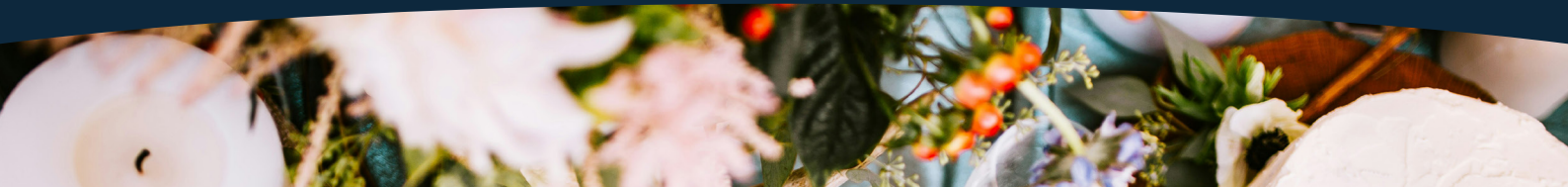
Gift Voucher Brilliance

Powered by Clockwork Marketing®

2025

Hospitality Social Calendar

Keep Cash Flowing With Gift Vouchers



January

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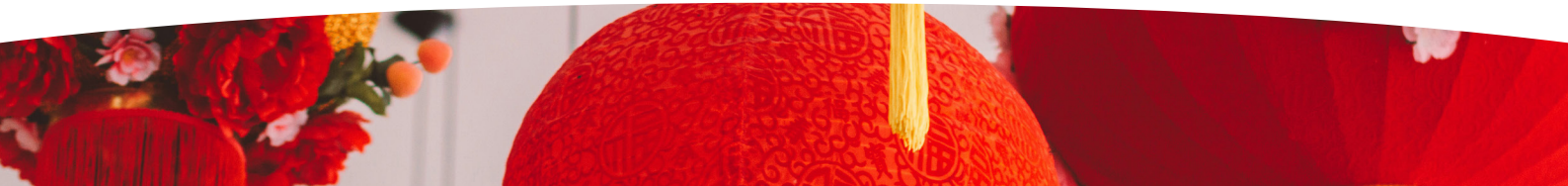
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National Days & Key Dates

Jan	Veganuary
Jan	Dry January
1	New Year's Day
1-7	New Year's Resolutions Week
25	Burns Night (Scotland)
29	Chinese New Year
30	National Croissant Day

Tip Of the Month: Valentine's Day Gift Strategy

Transform Valentine's Day into a major revenue opportunity by combining targeted email campaigns with social media promotion. Focus on romantic experiences like couples' spa treatments, intimate dining packages, and overnight stays. Create urgency through early-bird offers and showcase previous guests' romantic celebrations. Properties using this multi-channel approach often see their gift voucher revenue spike significantly in the weeks leading up to Valentine's Day.



February

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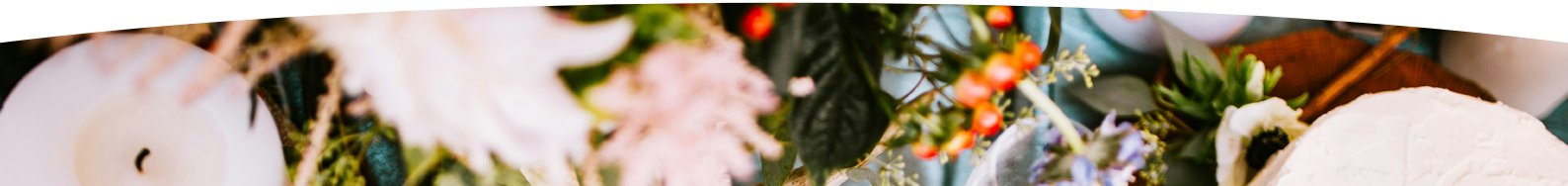
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National Days & Key Dates

Feb	National Wedding Month
2	British Yorkshire Pudding Day
6	Time To Talk Day
9	National Pizza Day
14	Valentine's Day
15-23	Real Bread Week
28	Ramadan starts

Tip Of the Month: Afternoon Tea Innovation

Capitalise on the evergreen appeal of Afternoon Tea by creating distinctive offerings for Mother's Day. Develop a tiered range from classic cream teas to premium themed experiences that tell a story, like "Royal Garden Party" or "Vintage Hollywood Glamour." Include premium add-ons such as champagne upgrades or spa treatments to increase average voucher value. The key is offering unique experiences that can't be replicated at home, driving both voucher sales and social media exposure.



March

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National Days & Key Dates

1	St David's Day (Wales)
4	Shrove Tuesday/Pancake Day
5	Ash Wednesday
5	St Piran's Day (Cornwall)
8	International Women's Day
17	St Patrick's Day (Northern Ireland)
30	Mother's Day
30-31	Eid Al-Fitr

Tip Of the Month: Family-Focused Easter Experiences

Easter presents a unique opportunity to capture family experience voucher sales. Create compelling family packages that combine dining, activities, and seasonal treats. Design your marketing to emphasise shared family moments and memorable experiences rather than just monetary value. Promote these through targeted email campaigns to your family segment and create engaging social content showing families enjoying your experiences.



April

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National Days & Key Dates

Apr	Stress Awareness Month
1	April Fool's Day
11	National Pet Day
18	Good Friday
20	Easter Sunday
21	Easter Monday
22	Earth Day
23	St George's Day (England)

Tip Of the Month: Strategic Package Design

Transform simple monetary vouchers into experience packages that tell a story and command premium pricing. Instead of basic dinner vouchers, create comprehensive experiences like "Ultimate Date Night" or "Gourmet Journey" that include multiple courses, drinks, and special touches. These curated experiences typically generate higher revenue per voucher and result in better guest satisfaction, leading to repeat purchases.



May

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National Days & Key Dates

5	Early May Bank Holiday
11	Eat What You Want Day
13	World Cocktail Day
14	National Receptionists Day
17	World Whisky Day
19-25	National Vegetarian Week
26	Spring Bank Holiday

Tip Of the Month: Father's Day Incentive Marketing

Drive Father's Day voucher sales through strategic discount campaigns that create urgency. Launch time-limited offers with clear deadlines and compelling savings. Focus your marketing on solving the "difficult to buy for" problem that many face with Father's Day gifts. Promote experiences like whiskey tastings, golf packages, or specialty dining experiences through targeted social campaigns.



June

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National Days & Key Dates

6	National Fish & Chip Day
14	World Gin Day
15	National Beer Day
15	Father's Day
21	Summer Solstice
21	International Day of Yoga

Tip Of the Month: Teacher Appreciation Revenue Stream

Tap into the growing market for teacher appreciation gifts by creating dedicated end-of-term packages. Design experiences at various price points to accommodate group gifting and create a specific landing page for teacher gifts. Promote these through local parent networks and school newsletters, emphasising convenient online purchasing and instant delivery.



July

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National Days & Key Dates

Jul	National Picnic Month
7	World Chocolate Day
21	World Ice Cream Day
24	24/7 Samaritans Awareness Day
25	National Wine and Cheese Day
30	International Friendship Day
31	National Avocado Day

Tip Of the Month: Revenue Maximisation

Afternoon tea is the best-selling gift voucher type. Inspire excitement and create limited-edition afternoon tea experiences during National Afternoon Tea Week in August. Launch daily special editions with authentic themes and Instagram-worthy content. Build anticipation through pre-launch marketing and use scarcity to drive immediate sales. This approach can turn a single week into a significant revenue generator.



August

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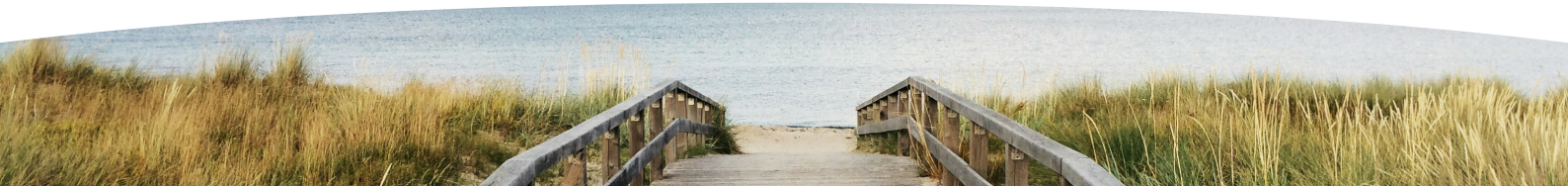
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National Days & Key Dates

1	International Beer Day
4	Scottish Bank Holiday (Scotland)
13	National Prosecco Day
11-17	National Afternoon Tea Week
15	National Relaxation Day
25	Summer Bank Holiday
28	National Burger Day

Tip Of the Month: Experiences for Foodies

Leverage food-themed occasions to create specialised dining voucher categories. Package your culinary offerings into engaging experiences like chef's masterclasses, tasting menus, or behind-the-scenes kitchen experiences. Use high-quality food photography and video content to showcase these experiences across all marketing channels, driving higher-value voucher purchases.



September

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National Days & Key Dates

Sept	Organic September
4	National Wildlife Day
4	Eat an Extra Dessert Day
21	International Day Of Peace
24	National Fitness Day
27	World Tourism Day

Tip Of the Month: Peak Season Sales Strategy

Maximise Black Friday and holiday season voucher sales through strategic planning. Create a mix of value-driven offers and premium experiences to capture different market segments. For properties preferring not to discount, develop “giving back” packages that incorporate charitable donations while maintaining price integrity. This approach can actually command premium pricing while enhancing brand value.



October

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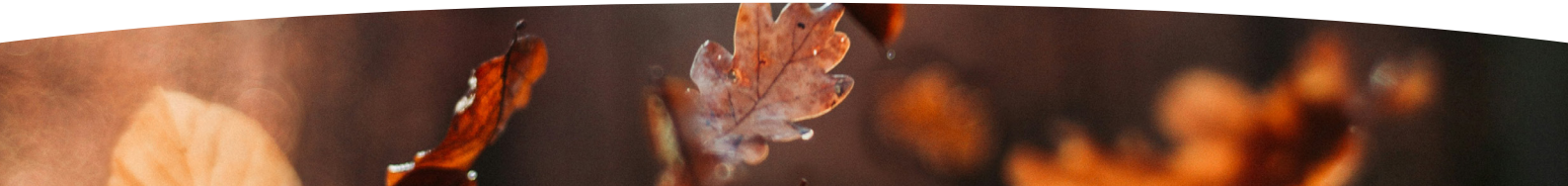
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National Days & Key Dates

1	World Vegetarian Day
6-7	Independent Hotel Show
14	National Dessert Day
25	National Pumpkin Day
26	Daylight Savings End
31	Halloween

Tip Of the Month: Leverage Christmas Sales

Implement a comprehensive Christmas voucher strategy starting in early October. Create themed gift categories, offer premium packaging options, and develop corporate gifting packages. Use automated email marketing to remind customers of key ordering deadlines and promote last-minute digital delivery options. Focus on making the gifting process as convenient as possible to capture busy holiday shoppers.



November

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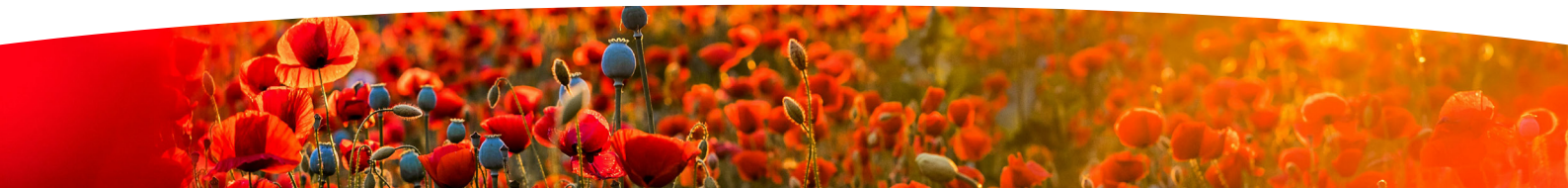
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National Days & Key Dates

1	World Vegan Day
4	Roast Dinner Day
5	Bonfire Night
9	British Pudding Day
11	Remembrance Day
28	Black Friday
30	St Andrew's Day (Scotland)

Tip Of the Month: Multi-Channel Christmas Promotion

Launch an integrated Christmas marketing campaign across all channels. Create gift guides segmented by recipient type and price point, promote these through regular email campaigns, and use social media to showcase the unboxing experience. Highlight last ordering dates for physical vouchers and emphasise instant digital delivery for late shoppers to maximize sales opportunities.



December

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29	30	**31**				

National Days & Key Dates

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

Tip Of the Month: January Revenue Planning

Capitalise on last-minute Christmas shoppers through flash sales while simultaneously preparing January campaigns. Create "New Year, New Experiences" packages that appeal to post-holiday self-gifting and wellness focuses. Design limited-time January-specific experiences that drive immediate redemption, helping to boost typically quieter periods while generating advance revenue through voucher sales.



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