



Clockwork Marketing®

# 2025

## Hospitality Social Calendar

**Business Growth for a Brighter Future**

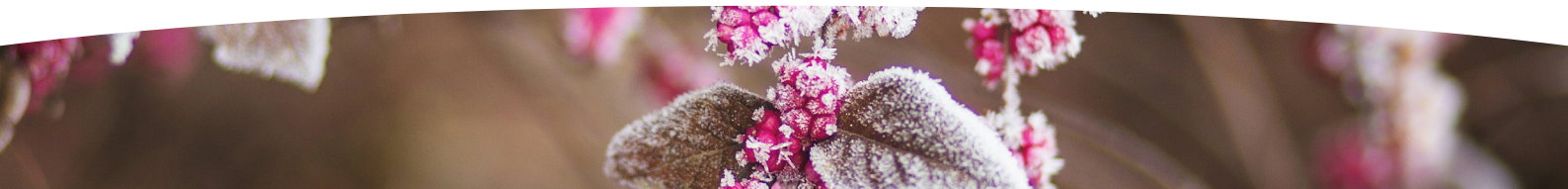


# January

Mo	Tu	We	Th	Fr	Sa	Su	National Days & Key Dates	
		1	2	3	4	5	Jan	Veganuary
							Jan	Dry January
6	7	8	9	10	11	12	1	New Year's Day
13	14	15	16	17	18	19	1-7	New Year's Resolutions Week
							25	Burns Night (Scotland)
20	21	22	23	24	25	26	29	Chinese New Year
27	28	29	30	31			30	National Croissant Day

## Tip Of the Month: Local Experience Hub

Transform your website into a comprehensive local guide that showcases everything your area offers throughout the year. Create detailed content about local attractions, hidden gems, dining options, and seasonal activities. This positions your property as a local authority and valuable resource for trip planning. Properties that provide rich local content typically see guests extend their stays by 1-2 nights and enjoy improved search engine visibility, driving more direct bookings.

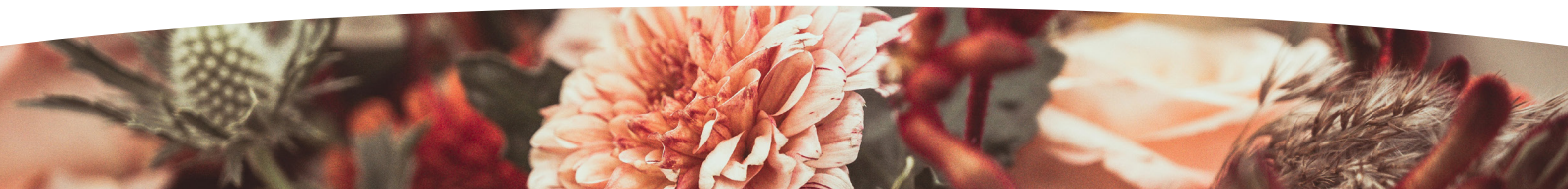


# February

Mo	Tu	We	Th	Fr	Sa	Su	National Days & Key Dates	
					1	2	Feb	National Wedding Month
3	4	5	6	7	8	9	2	British Yorkshire Pudding Day
10	11	12	13	14	15	16	6	Time To Talk Day
17	18	19	20	21	22	23	9	National Pizza Day
24	25	26	27	28			14	Valentine's Day
							15-23	Real Bread Week
							28	Ramadan starts

### Tip Of the Month: Authentic Social Proof

User-generated content is the most powerful form of social proof for hospitality businesses. Encourage guests to share their experiences and photos on social media, then repurpose this content (with permission) across your marketing channels. From room tours to dining experiences, authentic guest content sets realistic expectations and builds trust. Properties using guest content see significantly higher booking conversion rates than those relying solely on professional marketing materials.



# March



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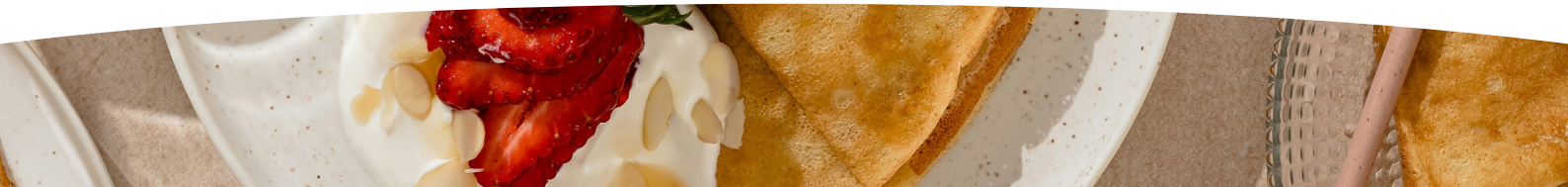
Mo	Tu	We	Th	Fr	Sa	Su
31					<b>1</b>	2
3	<b>4</b>	<b>5</b>	6	7	<b>8</b>	9
10	11	12	13	14	15	16
<b>17</b>	18	19	20	21	22	23
24	25	26	27	28	29	<b>30</b>

## National Days & Key Dates

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

### Tip Of the Month: Email Marketing Power

Your email list is one of your most valuable marketing assets in hospitality. Focus on building it through every guest touchpoint – from pre-arrival communications to in-stay experiences and post-stay feedback. Implement website pop-ups with welcome offers, use QR codes on in-room materials, and partner with local businesses for list-building opportunities. A strong email database can increase direct bookings by a substantial amount while reducing OTA commission costs.



# April



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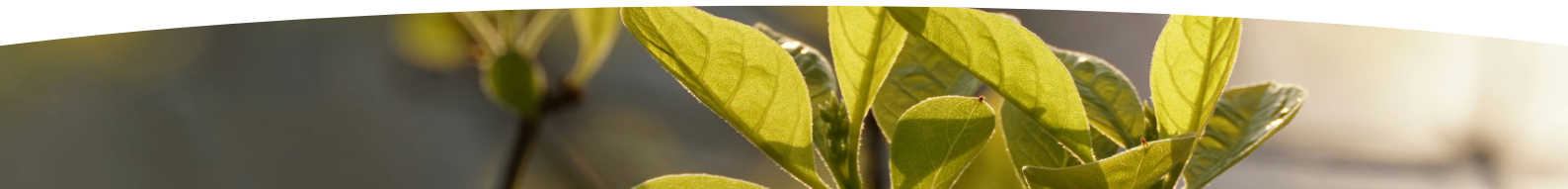
Mo	Tu	We	Th	Fr	Sa	Su
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

## 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 Packages

Keep your packages and offer selection focused and strategic by limiting yourself to no more than five promotions at once. Always maintain three core offers: your signature experience that showcases what makes your property unique, a seasonal package that changes quarterly, and a flexible last-minute rate for direct bookers. This focused approach can improve return guest rates by making decision-making easier for potential guests. It's your secret weapon against OTAs.



# May



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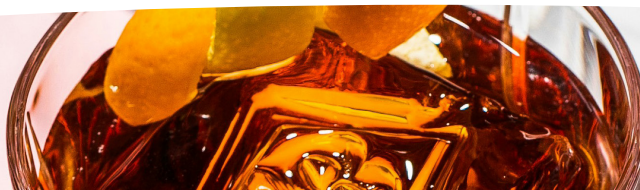
Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
<b>5</b>	6	7	8	9	10	<b>11</b>
12	<b>13</b>	<b>14</b>	15	16	<b>17</b>	18
19	20	21	22	23	24	25
<b>26</b>	27	28	29	30	31	

## National Days & Key Dates

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

### Tip Of the Month: Search Engine Dominance

With over 90% of travel research starting on Google, your search visibility is crucial. Maintain fresh, relevant content on your website, optimise your Google Business Profile, and ensure your local business information is consistent across all platforms. Targeting high-intent key phrases (the terms people search to make bookings) and creating local-focused content can improve your search ranking significantly and encouraging people to book direct.

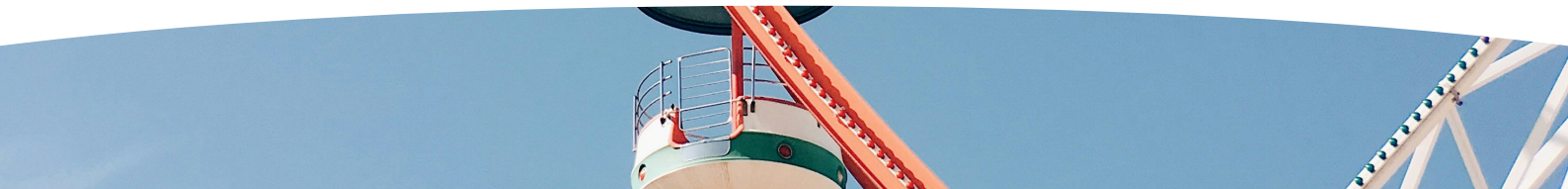


# June

Mo	Tu	We	Th	Fr	Sa	Su	National Days & Key Dates	
30						1	6	National Fish & Chip Day
							14	World Gin Day
2	3	4	5	6	7	8	15	National Beer Day
9	10	11	12	13	14	15	15	Father's Day
16	17	18	19	20	21	22	21	Summer Solstice
							21	International Day of Yoga
23	24	25	26	27	28	29		

## Tip Of the Month: Seasonal Storytelling

Share your property's current atmosphere and seasonal highlights through regular social media updates and email campaigns. Show potential guests what they're missing with real-time photos, videos, and updates about local events and activities. This timely content creates FOMO (fear of missing out) and can drive increased direct bookings during peak seasons.





# July

Mo	Tu	We	Th	Fr	Sa	Su	National Days & Key Dates	
	1	2	3	4	5	6	<b>Jul</b>	National Picnic Month
							<b>7</b>	World Chocolate Day
<b>7</b>	8	9	10	11	12	13	<b>21</b>	World Ice Cream Day
14	15	16	17	18	19	20	<b>24</b>	24/7 Samaritans Awareness Day
							<b>25</b>	National Wine and Cheese Day
<b>21</b>	22	23	<b>24</b>	<b>25</b>	26	27	<b>30</b>	International Friendship Day
28	29	<b>30</b>	<b>31</b>				<b>31</b>	National Avocado Day

## Tip Of the Month: Social Media Intelligence

Go beyond basic hashtag monitoring to gain valuable insights from your social media presence. Analyse which content resonates with your audience, monitor travel conversation trends, and engage with local tourism partners. This intelligence helps you create more effective content and targeting strategies, leading to higher social media conversion rates and better engagement with potential guests.





# August

Mo	Tu	We	Th	Fr	Sa	Su	National Days & Key Dates	
				1	2	3	1	International Beer Day
4	5	6	7	8	9	10	4	Scottish Bank Holiday (Scotland)
							13	National Prosecco Day
11	12	13	14	15	16	17	11-17	National Afternoon Tea Week
							15	National Relaxation Day
18	19	20	21	22	23	24	25	Summer Bank Holiday
25	26	27	28	29	30	31	28	National Burger Day

Tip Of the Month: Mobile Booking Optimisation

With over 50% of travel bookings now happening on mobile devices, your mobile experience must be flawless. Focus on creating a streamlined booking process with quick loading times, easy-to-use calendars, and clear pricing displays. A well-optimized mobile experience will increase direct booking completion rates and reduce abandonment during the booking process. Is your website mobile-friendly and quick loading? If not, you need to fix this quick.

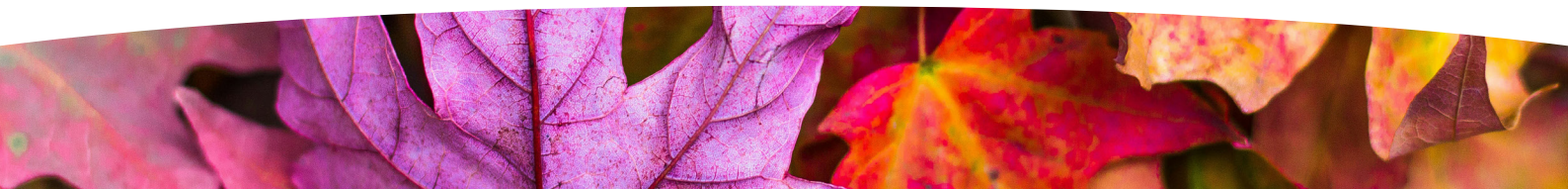


# September

Mo	Tu	We	Th	Fr	Sa	Su	National Days & Key Dates	
1	2	3	4	5	6	7	Sept	Organic September
							4	National Wildlife Day
8	9	10	11	12	13	14	4	Eat an Extra Dessert Day
15	16	17	18	19	20	21	21	International Day Of Peace
22	23	24	25	26	27	28	24	National Fitness Day
							27	World Tourism Day
29	30							

## Tip Of the Month: Revenue Diversification

Gift vouchers offer an excellent opportunity to generate additional revenue streams. Create a diverse range of options at different price points, from monetary values to unique experiences and seasonal packages. A well-managed gift voucher programme will generate additional year-round revenue and attract new guest segments to your property.



# October



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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

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: Content Marketing Strategy

Regular website content updates through blogs and articles are crucial for both SEO (search engine optimisation) and guest engagement. Write about your local area, share insider tips, and create seasonal guides that showcase your expertise. This approach not only improves your search engine ranking but can increase direct website traffic, leading to more direct bookings.



# November



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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

## 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: Brand Voice Refinement

Your property's unique personality should shine through in all communications. Focus on the emotional benefits of staying with you rather than just listing features. Whether you're a luxury retreat or a family-friendly resort, consistent messaging that resonates with your target audience can increase direct booking and improve overall guest satisfaction.



# December

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

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: Emotional Connection

Focus on the transformative aspects of staying at your property rather than just listing physical features. Tell stories about the memories guests will create, the stress they'll leave behind, or the unique experiences they'll enjoy. This emotional approach to marketing can resonate on a deeper level and appeal to those guests who buy based on how they feel rather than price.





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