



2026

Hospitality Social Calendar

Keep Cash Flowing With Gift Vouchers

Gift Voucher **Brilliance**

Powered by  Clockwork Marketing®

January

| Mo | Tu | We | Th | Fr | Sa | Su |
|----|----|----|----|----|----|----|
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| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

National Days & Key Dates

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

Tip of the month: Freshen up and plan ahead

Utilise this quieter time of the year to give your gift voucher shop a tidy. Remove any festive offerings, give your imagery a refresh and take some time to plan your voucher activity and promotions for the rest of the year.

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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: A treat fit for mum

Mother's Day has become synonymous with afternoon tea, so make sure your afternoon tea vouchers are looking tempting this month. Refresh your imagery, check your descriptions are accurate and appealing, and add some new limited edition afternoon tea vouchers to create extra interest, such as a themed tea.

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March

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National Days & Key Dates

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

Tip of the month: Focus on family experiences

Get set for Easter by adding or spotlighting existing family friendly gift vouchers that combine dining, activities and seasonal treats. Promote these memory-making experiences through targeted email campaigns and with engaging social content.

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April

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National Days & Key Dates

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

Tip of the month: Say 'I do' to more sales

Take advantage of the upcoming wedding season by adding a 'wedding gifts' category to your shop – simply add relevant, existing vouchers, or create some new romantic experiences just for two.

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May

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National Days & Key Dates

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

Tip of the month: Limited edition picks for Dad

Launch limited time vouchers that make perfect gifts for Father's Day. These could include unique dining experiences, tastings, wellness treatments or outdoor activities. Position these gift vouchers as a unique and easy solution for a notoriously 'difficult-to-buy-for' recipient.

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June

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| 29 | 30 | | | | | |

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: Top marks for thoughtful gifts

School summer holidays are on the horizon, so consider adding some 'thank you' gift vouchers to promote as end of term presents for teachers. Include a variety of price points to appeal to a range of budgets and share these across your marketing channels, encouraging tagging and sharing.

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July

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National Days & Key Dates

July 7
19

National Picnic Month
World Chocolate Day
World Ice Cream Day

25
30

National Wine and Cheese Day
International Day of Friendship

Tip of the month: Serve up seasonal foodie offers

Unique foodie experiences are consistently top selling vouchers across our clients. Tie in the launch or promotion of new foodie vouchers with national days and events for more reason to shout about it, for example, National Picnic Month and National Afternoon Tea Week.

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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: Targeted gifts for special days

Drive birthday gift voucher sales with targeted email campaigns and online ads. Position your gift experiences as unique and thoughtful gifts for friends and family members with upcoming birthdays. You can even use social ads to target 'friends of people with upcoming birthdays'.

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September

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| 28 | 29 | 30 | | | | |

National Days & Key Dates

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

Tip of the month: 'Tis the season to start strategising

Our data shows that clients who plan their Black Friday and Christmas campaigns early and create a build-up achieve significantly higher sales. So, we strongly recommend starting to plan your campaigns now. Remember to be true to your brand with your Black Friday campaigns. Premium brands could offer a charitable donation for every gift voucher purchased, for example, rather than heavily discounting.

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October

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National Days & Key Dates

10
25

World Mental Health Day
Daylight savings End

26
31

National Pumpkin Day
Halloween

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Tip of the month: It's time to turn up the hype

With one month to go until Black Friday, you should be creating a build-up now - sharing teasers, encouraging email signups and growing your social following to reach the largest audience with your messaging.



November

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| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |

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 |

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Tip of the month: Unwrap new limited edition gifts

Consider adding some new limited edition gift experiences to shout about before Christmas to give you something fresh to shout about. These should only be available up until Christmas day and then disappear to encourage a sense of urgency to buy ahead of the big day.

December

| Mo | Tu | We | Th | Fr | Sa | Su |
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| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

National Days & Key Dates

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

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Tip of the month: Last minute lifesavers and New Year wellness

Remind potential shoppers that they can still receive vouchers up to and including Christmas day by selecting email delivery – perfect for last minute shoppers. Start loading up your January vouchers too – wellness experiences are popular at this time of year, and a selection of great value vouchers with short redemptions will drive footfall in the quieter months.





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