



THE 2027 HOSPITALITY MARKETING CALENDAR

2027 Hospitality Marketing Calendar

Every key date for 2027, and when to start promoting it. For independent restaurants, pubs, bars, wedding and event venues, and hotels.

Contents

	How to use this calendar	03
THE BASICS		
01	How far ahead your guests decide	04
THE YEAR, QUARTER BY QUARTER		
02	January to March 2027	06
03	April to June 2027	08
04	July to September 2027	10
05	October to December 2027	12
PLAN IT		
06	Your 2027 planner	14
07	Promote it responsibly	16
	Next step and sources	17

BEFORE YOU START

How to use this calendar

The dates that fill venues aren't the dates themselves. They're the weeks before, when guests decide where to go. This calendar gives you every key date for 2027 and, more importantly, when to start talking about it.

It's written for independent restaurants, pubs, bars, wedding and event venues, and hotels. Not every date suits every venue, so pick the ones that fit your guests and your quiet periods, and ignore the rest.

Step 1

Read the booking windows below so you know how far ahead your guests decide.

Step 2

Work through the year by quarter. Each date shows when to start promoting it.

Step 3

Fill in your planner at the end: your priority dates, the quiet weeks you want to fill, and the busy ones you don't need to push.

THE RULE OF THUMB

A date only earns a post if you've got something real to say about it. Fewer, better-timed campaigns beat a post for every awareness day.

THE BASICS

How far ahead your guests decide

Most venues post about a date on the day itself, when the bookings have already been made. Start promoting when your guests are deciding instead.

OCCASION	WHEN GUESTS DECIDE	START PROMOTING
Weddings	Couples are engaged for 23.8 months on average, and 79% book a venue within 4 weeks of first contacting it (Bridebook)	All year round. Be visible when couples start searching, and reply fast
Christmas parties	September and October are the busiest months for party enquiries, and many come in earlier (VenueScanner)	From July, then push hard through September and October
Hotel short breaks and bank holiday stays	Usually weeks to a couple of months ahead	6 to 10 weeks before
Valentine's Day, Mother's Day, Father's Day	Usually two to four weeks ahead	4 to 6 weeks before
Big sporting fixtures	Days to a couple of weeks ahead	2 to 3 weeks before, then again on the week
Walk-in and last-minute dining	Same day or same week	The week of, plus the day itself

The wedding and Christmas figures come from the sources linked. The other timings are practical rules of thumb, so check them against your own booking data.

WEDDING VENUES

What the wedding data tells you

Couples plan a long way ahead, then book quickly once they find the right venue. And most weddings land on the same few months and days.

23.8 months

is the average engagement

79%

of couples book a venue within 4 weeks of first contacting it

17%

of UK weddings take place in August, the peak month

13%

take place in May

12%

take place in September

47%

are on a Saturday. Monday to Thursday: only 27%

So midweek and off-peak dates are where most venues have room to grow. Be visible all year, and reply to every enquiry fast (Bridebook).

QUARTER 1

January to March 2027

The quarter starts quietly and ends with a rush. Valentine's Day, Mother's Day and Easter all fall within six weeks, so plan all three in January.

DATE	WHAT'S ON	START PROMOTING	IDEAS
Fri 1 Jan	New Year's Day (bank holiday)	December	New Year's Day brunch or recovery roast
All of January	Dry January and Veganuary	Mid-December	Proper alcohol-free drinks list; a plant-based menu worth talking about
January	Start of wedding planning for many newly engaged couples	Late December	Wedding open evening; midweek and winter wedding packages
Mon 25 Jan	Burns Night	Early January	Burns supper with whisky pairing
Fri 5 Feb to Sat 13 Mar	Men's Six Nations	Mid-January	Fixture list, table bookings for big games, match-day menu
Sat 6 Feb	Chinese New Year (Year of the Goat)	Mid-January	Sharing menu or themed evening, done respectfully
From around Mon 8 Feb	Ramadan begins (expected, depends on moon sighting)	Late January	Later opening for iftar; group bookings
Tue 9 Feb	Pancake Day	Late January	Pancake specials; family offer during half-term in some areas
Mid-February	February half-term (dates vary by council)	Late January	Family dining; hotel short breaks
Sun 14 Feb	Valentine's Day. England v France kicks off at 15:10 the same day	Mid-January	Set menu with two sittings; a "rugby then dinner" plan for couples who want both; Valentine's stay packages

DATE	WHAT'S ON	START PROMOTING	IDEAS
Mon 1 Mar	St David's Day	Mid-February	Welsh produce special
Sun 7 Mar	Mother's Day	Early February	Afternoon tea, Sunday lunch sittings, gift vouchers
Around Tue 9 Mar	Eid al-Fitr (expected)	Mid-February	Group and family celebration bookings
Sat 13 Mar	Six Nations Super Saturday: three matches, 14:10, 16:40 and 20:10	Late February	All-day screening plan and booking deposits
Wed 17 Mar	St Patrick's Day (bank holiday in Northern Ireland)	Late February	Live music; Irish drinks
Fri 26 to Mon 29 Mar	Easter weekend: Good Friday, Easter Sunday (clocks go forward), Easter Monday (not a bank holiday in Scotland)	Mid-February	Easter Sunday lunch, family brunch, Easter short breaks

If you're quiet

January and early February are the obvious gaps. Fill them with things guests can't get elsewhere, such as a supper club, a tasting evening or a midweek offer for locals, not deep discounts.

Wedding venues

Use the early part of the year to fill your quieter dates. Friday, Sunday and midweek dates for later in 2027 and 2028 are where most venues have room.

QUARTER 2

April to June 2027

Two bank holidays, the start of wedding season and the first big summer sport. Use April to plan summer, before the warm weather does the marketing for everyone.

DATE	WHAT'S ON	START PROMOTING	IDEAS
Early April	Easter school holidays (dates vary by council)	Early March	Family dining; kids-eat-free weekdays; hotel family breaks
Early April	Grand National (check the 2027 date)	Mid-March	Sweepstake night; racing lunch
Fri 23 Apr	St George's Day	Early April	English produce menu; local ale or wine
Mon 3 May	Early May bank holiday	Early April	Long-weekend events; bank holiday stay packages
May	Wedding season builds. May is the second most popular month for weddings	All year	Real-wedding stories (with the couple's consent); open days for next year
Mid to late May	FA Cup final (check the 2027 date)	Early May	Screening and table bookings
Mon 31 May	Spring bank holiday, with May half-term around it in many areas	Early May	Family events; short breaks; outdoor dining launch
Early June	National Fish and Chip Day (usually the first Friday in June)	Late May	A pub classics menu
June	English Wine Week (usually June; check dates)	Late May	English wine flight; a local vineyard evening
Thu 17 Jun	Royal Ascot, Ladies Day (Royal Ascot runs that week)	Late May	Dress-up afternoon tea; racing screenings

DATE	WHAT'S ON	START PROMOTING	IDEAS
Fri 18 Jun	The Ashes start (England v Australia, through to 2 August)	Early June	Cricket screenings and long lunches
Sun 20 Jun	Father's Day	Late May	Sunday lunch; steak night; beer or whisky tasting
Thu 24 Jun	FIFA Women's World Cup starts (Brazil, through to 25 July). Expect evening and late kick-offs in the UK	Early June	Screening plan; group bookings
Mon 28 Jun	Wimbledon starts (through to 11 July)	Mid-June	Strawberries-and-cream menu; screenings

Hotels and stays

Give guests time to plan their summer. Publish summer packages by April.

Christmas starts here

Draft your Christmas party menu and packages in June, ready to launch in July.

QUARTER 3

July to September 2027

Summer runs itself for many venues. The real work this quarter is launching Christmas before your competitors, while guests are still in holiday mode.

DATE	WHAT'S ON	START PROMOTING	IDEAS
Fri 2 to Sun 4 Jul	F1 British Grand Prix	Mid-June	Race-day screenings; brunch before the race
July	Christmas party launch	July	Publish menus, packages, deposit terms and an early-booking incentive
Late June to July	School summer holidays begin (Scotland earlier, England and Wales from late July; dates vary)	June	Family offers; summer events calendar; hotel family breaks
Sat 10 to Sun 11 Jul	Wimbledon finals weekend	Late June	Screenings; Pimm's and afternoon tea
Mon 12 Jul	Battle of the Boyne (bank holiday in Northern Ireland)	Late June	Long-weekend opening hours
Sun 25 Jul	Women's World Cup final	Mid-July	Final screening, especially if England or Scotland are still in
Mon 2 Aug	Summer bank holiday (Scotland only)	Mid-July	Scottish venues: long-weekend events
August	Peak wedding month (17% of UK weddings)	All year	Wedding venues: capture content (with consent) for next year's marketing
Mid-August	Afternoon Tea Week (usually mid-August; check dates)	Late July	Afternoon tea special or a new menu

DATE	WHAT'S ON	START PROMOTING	IDEAS
Mon 30 Aug	Summer bank holiday (England, Wales and Northern Ireland)	Early August	End-of-summer event; last-minute short breaks
Early September	Back to school	Late August	Parents' midweek lunch; a quiet-weekday offer for locals
September and October	Peak Christmas party enquiries	From July	Weekly Christmas posts; follow up every enquiry within a day
Fri 17 to Sun 19 Sep	Ryder Cup at Adare Manor, Ireland (UK-friendly times)	Early September	Golf screenings; long-weekend packages
Late September	Autumn menu launch	Mid-September	Seasonal menu reveal; game, harvest and Sunday roast content

Wedding venues

September is the third most popular month for weddings (12%). Use summer weddings to gather the photos and stories (with the couple's consent) that sell the following year.

QUARTER 4

October to December 2027

The busiest quarter for most venues. By October your Christmas party bookings should be well under way. Use this quarter to fill the remaining dates, sell gift vouchers and plan January.

DATE	WHAT'S ON	START PROMOTING	IDEAS
Fri 1 Oct to Sat 13 Nov	Rugby World Cup in Australia. Expect early-morning UK kick-offs	Mid-September	Breakfast screenings; fixture list; a home-nations match-day offer
October	Christmas party bookings continue, with plenty of enquiries still coming in	From July	Show remaining dates clearly; nudge anyone who enquired but didn't book
Around Fri 29 Oct	Diwali (expected date; check)	Mid-October	Celebration menus; group bookings
Sun 31 Oct	Halloween. Clocks go back the same day	Early October	Family daytime event; adult evening party
Fri 5 Nov	Bonfire Night	Mid-October	Pre-fireworks dining; a warm drinks menu
Sun 14 Nov	Remembrance Sunday	Don't promote	A respectful acknowledgement only, not a promotion
Fri 26 Nov	Black Friday	Early November	Gift voucher offer rather than discounting tables in your busiest month
Tue 30 Nov	St Andrew's Day (bank holiday in Scotland)	Mid-November	Scottish produce special
Fridays in December (3, 10, 17)	Peak Christmas party nights	From July	Waiting list; smaller-group packages for the quieter Monday to Wednesday dates

DATE	WHAT'S ON	START PROMOTING	IDEAS
Late November to 24 Dec	Gift voucher season	Mid-November	Experience vouchers: dining, afternoon tea, overnight stays
Sat 11 Dec	Tyson Fury v Anthony Joshua, Principality Stadium (scheduled; check)	Late November	Fight-night screening and food deals
Sat 25 Dec	Christmas Day (Saturday). Bank holiday substitute days are Mon 27 and Tue 28 Dec	From summer	Christmas Day menu with deposit; four-day weekend stays
Sun 26 Dec	Boxing Day	November	Boxing Day walk-and-lunch; family gatherings
Fri 31 Dec	New Year's Eve	October	Ticketed dinner or party; New Year stays
December	Plan January	December	Line up Dry January and Veganuary menus and a January offer for locals before the break

Midweek Christmas

Friday and Saturday nights in December sell themselves. Market the quieter early-week dates with smaller, more relaxed packages.

PLAN IT

Your 2027 planner

Pick five to eight dates that matter for your venue. That’s enough for a strong year without promoting every awareness day.

1. Where do you have room?

Check this before you plan any campaign.

FILL (QUIET DAYS, SERVICES OR ROOMS)

HOLD (STEADY, LEAVE AS IS)

DON'T PUSH (ALREADY FULL)

2. Your priority dates

DATE	CAMPAIGN	START PROMOTING	CHANNEL (SOCIAL, EMAIL, WEBSITE, GOOGLE)	WHO'S DOING IT

3. Before each campaign

- ☐ Booking page or form ready, with the date’s menu and prices
- ☐ Google Business Profile updated (event post, special hours)
- ☐ Staff briefed on the offer and how to take bookings
- ☐ Capacity checked: can we deliver it well on a busy night?
- ☐ How we’ll measure it: bookings, covers or rooms, not just likes

4. After each campaign

CAMPAIGN	BOOKINGS OR COVERS	COMPARED WITH LAST YEAR	KEEP, CHANGE OR DROP?

THE RULES

Promote it responsibly

Social posts, emails and website offers all count as advertising under the UK’s advertising rules (the CAP Code). Here’s what that means for venues.

AREA	WHAT TO WATCH	CAP RULE
Drinks promotions	Don’t encourage excessive drinking, or present drinking as a challenge	18.1, 18.4, 18.10
Who you show	Anyone shown drinking must be, and look, 25 or over. Nothing that appeals particularly to under-18s	18.14, 18.16
Social success	Don’t suggest a drink makes the night, the date or the person more successful or attractive	18.2, 18.3, 18.5
Low and no alcohol	Fine to promote, with the strength stated clearly. No health or weight-loss claims	18.9, 18.17
Prices and “from” offers	Prices must be clear and complete, and a “from” price must be genuinely available	3.17 to 3.22
Urgency	Only say “last few tables” or “ends Friday” if it’s true	3.30 to 3.31
Reviews	No fake reviews, no undisclosed incentives, and don’t hide negative ones. Under the Digital Markets, Competition and Consumers Act 2024, these have been unlawful since April 2025	3.44 to 3.46
Guest photos	Get permission before reposting guests’ photos or wedding images	Not a CAP rule

Rule numbers come from the CAP Code, Section 3 and Section 18 (Alcohol). This is a summary, not legal advice.

NEXT STEP

20-MINUTE MARKETING REVIEW

Want a second pair of eyes on your 2027 plan?

Book a 20-minute marketing review with Dash. We'll look at how easily guests can find you, trust you and book with you, and tell you which dates and quiet periods we'd prioritise first.

Email

hello@dashagency.co.uk

Website

dashagency.co.uk

Call

01952 450979

THE 2027 HOSPITALITY MARKETING CALENDAR

Strategy. Creative. Media.

DASH