

A close-up photograph of a clear glass filled with water. A cork stopper is partially submerged in the water, and a cork mat is visible at the bottom of the glass. The background is a dark, textured surface.

KEY MARKETING DATES 2025

Refine your marketing strategy with this guide, featuring public holidays and key dates across the UAE, UK, and Australia. Created for businesses delivering products or services, this resource helps you optimise your approach, align with local markets, and leverage unique opportunities in each region.

JANUARY

January is a great time for businesses to reconnect with clients and customers, and to refocus on what matters most. It's the perfect chance to set clear goals and start the year with intention.

⁰¹ Key Dates in January

1 January – New Year's Day (AU, UK, UAE Public Holiday)

3 January – International Mind-Body Wellness Day (global observance)

12–26 January – Australian Open Tennis (Melbourne, AU)

19 January – World Religion Day (global observance)

26 January – Australia Day (AU Public Holiday)

29 January – Chinese New Year (widely observed in multicultural communities, including UAE)

⁰² Top Searches

Back to School (AU)

Summer (AU)

Chinese New Year Celebrations

FEBRUARY

February is a meaningful month, marked by Black History Month, Valentine's Day, and the lead-up to Ramadan – offering a moment to reflect, connect, and prepare.

⁰¹ Key Dates in February

1–28 February – Black History Month (UK)

14 February – Valentine's Day

27 February – Likely start of Ramadan (subject to moon sighting – UAE Public Holiday expected)

⁰² Top Searches

Valentine's Day Gifts (AU, UK, UAE)

Ramadan Preparations (UAE)

MARCH

March is a month of reflection and celebration — from International Women’s Day and Women’s History Month to Labour Day and St. Patrick’s Day. It’s also a time to embrace cultural and environmental awareness, with events like Harmony Day, the International Day of Happiness, Earth Hour, and the end of Ramadan marked by Eid al-Fitr.

⁰¹ Key Dates in March

3 March – Labour Day (WA, Australia)

10 March – Labour Day (VIC & TAS, Australia)

8 March – International Women’s Day (global)

17 March – St Patrick’s Day (global)

19 March – World Religion Day appears in January—no March occurrence, so excluded

20 March – International Day of Happiness (global)

21 March – National Harmony Day (Australia)

29 March – Likely end of Ramadan (UAE public holiday expected, start of Shawwal)

30 March – EidAlFitr begins (UAE Public Holiday, major celebration)

⁰² Top Searches

St Patrick’s Day (UK)

Easter (AU, UK)

Eid Al Fitr Preparations (UAE)

APRIL

April is a month to focus on health and gratitude, starting with World Health Day. Key highlights include Good Friday, Easter celebrations, and ANZAC Day. It's also a time to recognise Pay It Forward Day, encouraging kindness and community support.

⁰¹ Key Dates in April

- 7 April – World Health Day (global)
- 18 April – Good Friday (AU, UK Public Holiday)
- 19 April – Easter Saturday (AU)
- 20 April – Easter Sunday (AU)
- 21 April – Easter Monday (AU, UK Public Holiday)
- 25 April – ANZAC Day (AU Public Holiday)
- 28 April – Pay It Forward Day (global observance)

⁰² Top Searches

- ANZAC Day (AU)
- Health Awareness (Global)
- Eid Celebrations (UAE)

MAY

May is a time to celebrate workers, mothers, and volunteers across different regions. Labour Day is recognised globally, though observed on varying days, while Mother's Day is marked in both Australia and the UAE, with the UK celebrating earlier in the year. National Volunteer Week also highlights the importance of giving back to the community.

⁰¹ Key Dates in May

1 May – Labour Day (UK, UAE acknowledged but not statutory)

5 May – Labour Day (QLD, AU); May Day (NT, AU)

11 May – Mother's Day (AU, UAE)

⁰² Top Searches

Mother's Day Gifts (AU, UAE)

Labour Day (UAE, UK)

JUNE

June is a time for celebration and reflection, with Pride Month and World Environment Day promoting inclusion and environmental awareness. It's also a period when many take stock of the year so far and plan ahead, especially as the financial year draws to a close in some regions.

⁰¹ Key Dates in June

- 1–30 June – Pride Month (UK, AU)
- 5 June – World Environment Day (global)
- 6 June – Queensland Day (QLD, AU)
- 9 June – King's Birthday (AU, except WA & QLD)
- 16–22 June – Hajj (approximate – UAE region observance)
- 17 June – Arafat Day (UAE Public Holiday expected)
- 18–19 June – Eid Al-Adha (UAE Public Holiday)
- 30 June – End of Financial Year (AU)

⁰² Top Searches

- EOFY (AU)
- Hajj Pilgrimage (UAE)

JULY

July marks the start of the 2025/26 financial year, offering a chance to set new goals and plan. In Australia, it's also a time to recognise NAIDOC Week, celebrating the history, culture, and achievements of Aboriginal and Torres Strait Islander peoples.

⁰¹ Key Dates in July

1 July – Start of Financial Year (AU)

4 July – Independence Day (USA)

6–13 July – NAIDOC Week (AU)

⁰² Top Searches

Tax Return Filing (AU)

Summer Sales (UAE, UK)

AUGUST

August offers a blend of awareness and relaxation, with opportunities to reflect on finances and take time to unwind. It's also a month that encourages a well-deserved break for many, with public holidays providing time for rest and rejuvenation.

⁰¹ Key Dates in August

4 August – Picnic Day (NT, AU)

4 August – Summer Bank Holiday (Scotland, UK)

6 August – Sheikh Zayed Accession Day (UAE observance)

14 August – National Financial Awareness Day

15 August – National Relaxation Day

25 August – Summer Bank Holiday (England, Wales & NI, UK)

⁰² Top Searches

End of Summer Sales (UK, UAE)

Spring Sales Planning (AU)

SEPTEMBER

September highlights connections and well-being, starting with Father's Day in Australia. Key dates include RUOK? Day, which raises mental health awareness, and the International Day of Peace, promoting global harmony. In Western Australia, the King's Birthday is also observed, recognising tradition and community.

⁰¹ Key Dates in September

7 September – Father's Day (AU)

11 September – RUOK? Day (AU)

21 September – International Day of Peace (global)

29 September – King's Birthday (WA, AU Public Holiday)

5 September – Prophet Muhammad's Birthday / Mawlid (UAE Public Holiday)

⁰² Top Searches

Father's Day Gifts (AU)

Back to School (UK, UAE)

OCTOBER

October is a quieter month as we approach the holiday season, providing a great opportunity to plan for upcoming sales. The month includes important observances such as Labour Day, the King's Birthday, Diwali, and Halloween.

⁰¹ Key Dates in October

- 6 October – Labour Day (ACT, NSW & SA, AU)
- 6 October – King's Birthday (QLD, AU)
- 24 October – Diwali (widely celebrated in UAE)
- 31 October – Halloween (global observance)

⁰² Top Searches

- Diwali Promotions (UAE)
- Halloween (Global)

NOVEMBER

November is a key month for businesses, with events like Black Friday, Thanksgiving, and Movember driving awareness and sales. It also includes Remembrance Day, International Men's Day, and the Melbourne Cup. It's a great time to prepare for these key moments.

⁰¹ Key Dates in November

- 1 November – Flag Day (UAE)
- 1 November – Movember Begins
- 4 November – Melbourne Cup (AU)
- 11 November – Remembrance Day (AU, UK)
- 19 November – International Men's Day
- 29 November – Commemoration Day (UAE observance)

⁰² Top Searches

- Black Friday Sales (UAE, UK, AU)
- Movember Campaigns (AU)

DECEMBER

December marks the final month of the calendar year, ushering in the holiday season as many clients look to unwind and reset before the new year. Key celebrations include Cyber Monday, Christmas Day, Boxing Day, and New Year's Eve.

⁰¹ Key Dates in December

- 1 December – Commemoration Day (UAE observance)
- 1 December – Cyber Monday
- 2 December – UAE National Day (UAE Public Holiday, major event)
- 3 December – UAE National Day Holiday (continued observance)
- 25 December – Christmas Day (Global Public Holiday)
- 26 December – Boxing Day (AU, UK)
- 31 December – New Year's Eve

⁰² Top Searches

- Christmas Shopping (Global)
- Boxing Day Sales (AU, UK)
- UAE National Day Promotions (UAE)

NOA GROUP

Founded in 2017, noa group™ is an award-winning Digital Marketing Agency specialising in the real estate, construction, and financial services sectors. With offices in Sydney, London, and Dubai, we focus on marketing strategy, website development, and paid social media advertising.

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