

# KEY MARKETING DATES 2026

Plan your 2026 marketing with ease using this thoughtfully curated guide. Inside, you'll find key public holidays and major dates across Australia, the UK, and the UAE — helping you stay ahead, tap into seasonal moments, and make every campaign count. Perfect for brands and businesses ready to turn timing into opportunity.

# JANUARY

## RESET, RECONNECT & FOCUS

January is about re-engaging clients and setting the tone for the year. Refresh funnels, relaunch brand visuals, and position early-year offers.

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### <sup>01</sup> 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)
- 18 January – World Religion Day (global observance)
- 26 January – Australia Day (AU Public Holiday)

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### <sup>02</sup> Top Searches

- Back to School (AU)
- Summer (AU)
- Chinese New Year Celebrations

# FEBRUARY

## LOVE, CULTURE & REFLECTION

February blends emotion, heritage, and cultural awareness. Across the UK, Black History Month recognises legacy and leadership, while global brands lean into Valentine's Day storytelling.

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### <sup>01</sup> Key Dates in February

1 – 28 February – Black History Month (UK & global observance)

14 February – Valentine's Day (global)

17 February – Chinese / Lunar New Year (Year of the Horse; widely observed in UAE & UK)

18 February – Expected start of Ramadan (UAE, tentative)

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### <sup>02</sup> Top Searches

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

Ramadan Preparations (UAE)

# MARCH

## WOMEN, WELLBEING & EID AL-FITR

March celebrates equality and connection. From International Women's Day to Harmony Day and the International Day of Happiness, it's a time to highlight purpose-led brands and inclusive messaging. In the UAE, Eid al-Fitr marks the end of Ramadan — a celebration of gratitude and unity.

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### <sup>01</sup> Key Dates in March

- 3 March — Labour Day (WA, Australia)
- 8 March — International Women's Day (global)
- 9 March — Labour Day / Eight Hours Day (VIC & TAS, Australia)
- 17 March — St Patrick's Day (global)
- 20 March — International Day of Happiness (global)
- 21 March — Harmony Day (Australia)
- 29 March — Likely end of Ramadan (UAE – start of Shawwal)
- 30 March — Eid al-Fitr begins (UAE Public Holiday)

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### <sup>02</sup> Top Searches

- St Patrick's Day (UK)
- Easter (AU, UK)
- Eid Al Fitr Preparations (UAE)

# APRIL

## RENEWAL, REFLECTION & COMMUNITY

April carries themes of renewal and compassion. It's shaped by World Health Day, Easter, and ANZAC Day — moments that encourage reflection and connection. Use this month to tell stories of hope, resilience, and gratitude, with acts of kindness amplified through Pay It Forward Day.

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### <sup>01</sup> Key Dates in April

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

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### <sup>02</sup> Top Searches

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

# MAY

## GROWTH, GRATITUDE & GIVING

May focuses on family and generosity. With Mother's Day, Labour Day, and the close of Eid al-Adha, it's a month for appreciation — ideal for gift-driven, human-centred campaigns. Connect through warmth and community-building.

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### <sup>01</sup> Key Dates in May

- 1 May — Early May Bank Holiday (UK)
- 4 May — Labour Day / May Day (QLD & NT, AU)
- 10 May — Mother's Day (AU & UAE)
- 26 May — Arafat Day (UAE, tentative)
- 27 – 29 May — Eid al-Adha (UAE, tentative)

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### <sup>02</sup> Top Searches

- Mother's Day Gifts (AU, UAE)
- Labour Day (UAE, UK)

# JUNE

## PRIDE, SUSTAINABILITY & EOFY

June is about progress and reflection. With Pride Month, World Environment Day, and the End of Financial Year, campaigns should balance purpose with practicality – blending inclusivity, sustainability, and strategic offers.

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### <sup>01</sup> Key Dates in June

Early June – King’s Birthday Public Holiday (AU, state-based)

5 June – World Environment Day (global)

Early June – French Open (France)

Mid-June – UK summer campaign and seasonal retail lead-ins

Mid-June – Father’s Day (AU, UK, EU) (third Sunday of June)

June (month-long) – Pride Month (global observance)

Late June – Glastonbury Festival (UK)

Late June – European festival and events season peak

Late June – EOFY and mid-year campaign peak (AU)

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### <sup>02</sup> Top Searches

EOFY (AU)

Hajj Pilgrimage (UAE)

# JULY

## HERITAGE & NEW BEGINNINGS

July celebrates renewal and heritage. In Australia, the new financial year begins alongside NAIDOC Week, honouring Indigenous culture and history. Globally, this is a month for education, storytelling, and authentic cultural engagement.

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### <sup>01</sup> Key Dates in July

Early July – New financial year begins (AU)

July (month-long) – Summer sales and peak travel season (UK, EU)

July (month-long) – Dubai Summer Surprises retail and tourism period (UAE)

Early-mid July – Wimbledon Championships (UK)

Mid-July – UK and European summer events and festival season peak

Mid-July – Bastille Day (14 July, France)

Late July – Mid-winter promotions and Q3 campaign momentum building (AU)

Late July – Back-to-school and end-of-summer retail planning (UK, UAE)

Late July – European summer holiday exodus intensifies (travel, luxury, hospitality)

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### <sup>02</sup> Top Searches

Tax Return Filing (AU)

Summer Sales (UAE, UK)

# AUGUST

## REST, RENEWAL & REFLECTION

August is a bridge between seasons. Use it for softer brand storytelling — health, wellbeing, and personal growth. In the UAE and UK, bank holidays bring longer weekends and mid-year travel surges.

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### <sup>01</sup> Key Dates in August

1–31 August — European summer holiday peak (UK, EU)

1–31 August — Peak Mediterranean travel season (luxury, hospitality, travel)

1 July–31 August — Dubai Summer Surprises retail and tourism period (UAE)

1–23 August — School holiday period (UK – most regions)

1–16 August — School holiday period (EU – varies by country)

10–23 August — Back-to-school retail peak (UK, EU, UAE)

24–30 August — UK bank holiday campaign build-up

31 August — Summer Bank Holiday (UK)

Mid-late August — Transition from summer to back-to-business campaigns (UK, EU)

Late August — Q4 and pre-spring retail planning phase (AU)

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### <sup>02</sup> Top Searches

End of Summer Sales (UK, UAE)

Spring Sales Planning (AU)

# SEPTEMBER

## CONNECTION, CARE & FATHERHOOD

September is anchored in compassion and family. From Father's Day to R U OK? Day, it's a strong period for wellbeing and relationship-driven campaigns. Position content around emotional connection and mental health advocacy.

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### <sup>01</sup> Key Dates in September

1–7 Sep — Dubai Fashion Week spring/summer fashion shows (UAE)

6 Sep — Father's Day

1–30 Sep — Back-to-business and post-summer reset period (UK, EU)

Early Sep — Return to school (UK, EU – region dependent)

9–14 Sep — New York Fashion Week Spring/Summer 2027 (global influence)

12–20 Sep — London Design Festival (UK)

17–21 Sep — London Fashion Week Spring/Summer 2027 (UK)

22–28 Sep — Milan Fashion Week Spring/Summer 2027 (Italy)

28 Sep–6 Oct — Paris Fashion Week Spring/Summer 2027 (France)

Mid-late Sep — Seasonal fashion and autumn retail transition (UK, EU)

Late Sep — Q4 and holiday planning intensifies (AU, UK, EU)

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### <sup>02</sup> Top Searches

Father's Day Gifts (AU)

Back to School (UK, UAE)

# OCTOBER

## STRATEGY, CELEBRATION & CREATIVITY

October prepares brands for peak season. With Labour Day and Halloween, this is the time to finalise festive campaigns, budget allocations, and end-of-year launches.

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### <sup>01</sup> Key Dates in October

1–31 October — Q4 campaign execution (AU, UK, EU)

1–4 October — Paris Fashion Week Spring/Summer 2027 (France)

5 October — Labour Day public holiday (AU)

5–11 October — Golden Week (global travel impact)

1–15 October — Autumn retail season (UK, EU)

1–15 October — New season fashion and beauty launches (global)

11–25 October — School half-term (UK, EU – region dependent)

12–18 October — Q4 performance optimisation window

15–20 October — Shoulder season travel period (UK, EU)

24–31 October — Halloween campaign period

31 October — Halloween

20–31 October — Black Friday and holiday campaign planning (AU, UK, EU)

20–31 October — UAE winter season momentum builds

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### <sup>02</sup> Top Searches

Diwali Promotions (UAE)

Halloween (Global)

# NOVEMBER

## RETAIL PEAK & GENEROSITY

November is the height of commerce and charity. From Diwali and Remembrance Day to Black Friday and Cyber Monday, campaigns thrive when they merge purpose with promotion.

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### <sup>01</sup> Key Dates in November

3 November — Melbourne Cup Day (VIC, AU)

8 November — Diwali / Deepavali (UAE & UK)

11 November — Remembrance Day (AU & UK)

27 November — Black Friday (global)

30 November — Cyber Monday (global)

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### <sup>02</sup> Top Searches

Black Friday Sales (UAE, UK, AU)

Movember Campaigns (AU)

# DECEMBER

## CELEBRATION & COMMUNITY

December embodies gratitude and celebration. Between UAE National Day and Christmas, focus on thank-you campaigns, festive storytelling, and year-end reflections. It's a moment to close the year with appreciation and intention.

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### <sup>01</sup> Key Dates in December

- 1 December – Commemoration Day (UAE)
- 2 – 3 December – UAE National Day (major holiday)
- 25 December – Christmas Day (global)
- 26 December – Boxing Day (AU & UK)
- 31 December – New Year's Eve (global celebration)

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### <sup>02</sup> 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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