

2027 Marketing Calendar

Key Events for Specific Audiences in EMEA

Drive Year-Round Revenue
with Targeted Campaigns





Year-Round Campaigns for Greater Loyalty

In this 2027 calendar, we help you identify prime opportunities to engage your key audiences in Europe, Middle East and Africa (EMEA):

- **Seniors**
- **Young Adults**
- **Healthcare Workers**
- **First Responders**
- **Educators**
- **Students**
- **Military**

Understanding the moments that matter most to your audience can help you move beyond generic promotions, and show that you truly know and value them.

Use this guide to craft highly personalized offers and messages that resonate deeply, foster loyalty, and drive conversions all year round.

**Islamic holiday dates are estimates and may vary by country and lunar sighting. Academic dates vary by country, region and institution.*



ALL AUDIENCES

SENIORS

New Year’s Day

January 1, 2027

Orthodox Christmas

January 7, 2027

Ramadan

February 8, 2027 –
March 8, 2027

Valentine’s Day

February 14, 2027

Mother’s Day

March 7, 2027 (UK)

International
Women’s Day

March 8, 2027

Eid al-Fitr

March 10, 2027

Father’s Day

March 19, 2027 (ITA, ESP)
May 6, 2027 (DE)
June 20, 2027 (UK)

Good Friday

March 26, 2027

Easter

March 28, 2027 (Western)
May 2, 2027 (Orthodox)

World Health Day

April 7, 2027

Earth Day

April 22, 2027

Labour Day/May Day

May 1, 2027

May Bank Holiday

May 3, 2027 (UK)

Victory in Europe Day

May 8, 2027

Mother’s Day

May 9, 2027 (DE)
May 30, 2027 (FRA)

Eid al-Adha

May 17, 2027

Start of Summer

June–July 2027

August Bank Holiday

August 30, 2027
(UK, Wales, and N. Ireland)

Back-to-School

September 2027

German Unity Day

October 3, 2027

Halloween

October 31, 2027

Remembrance Day

November 11, 2027

Black Friday

November 26, 2027

Cyber Monday

November 29, 2027

St. Nicholas Day

December 6, 2027

Christmas

December 25, 2027

Boxing Day

December 26, 2027

New Year’s Eve

December 31, 2027

World Senior Citizen’s Day

August 21, 2027

International Day of Older Persons

October 1, 2027

Grandparents’ Day

October 3, 2027 (UK)

Holiday Gifting

November–December 2027



YOUNG ADULT



HEALTHCARE



FIRST RESPONDERS

Start of Festival Season

May 2027

Summer Kickoff

June 2027

Pride Month

June 2027

Peak Holiday Travel

July 2027

End of Summer/Back-to-City

August 2027

Autumn Social Season

September 2027

World Health Day

April 7, 2027

International Nurses Day

May 12, 2027

World Family Doctor Day

May 19, 2027

European Emergency Number Day

February 11, 2027

International Firefighters' Day

May 4, 2027



EDUCATOR

STUDENT

MILITARY

Spring/Easter Break

March–April 2027

End of Academic Year

Late May–June 2027

Summer Break

June 2027

Back-to-School

August–Early September 2027

World Teachers’ Day

October 5, 2027

Student Loan Drop

January, April, and September 2027

February Half-Term

February 2027

Spring/Easter Break

March–April 2027

Graduation Season

June 2027

Summer Break

June–July 2027

Back-to-School

Late August–Early September 2027

Back-to-School (College)

September 2027

Armed Forces Day

June 26, 2027 (UK)

Bastille Day

July 14, 2027 (France)

Trafalgar Day

October 21, 2027 (UK)

Remembrance Day/Armistice Day

November 11, 2027 (UK/Commonwealth/France)

Volkstrauertag

November 14, 2027 (Germany)

Christmas Support for Deployed Troops

December 2027