



Red
online marketing
for travel & leisure

**20
24**

CONTENT CALENDAR



Did you know?

- ✓ We exclusively focus on Travel and Leisure clients?
- ✓ We also have offices in Germany and France?
- ✓ We have native speakers marketing specialists in in-house? 
- ✓ We send out a monthly newsletter with our latest articles on developments and trends we see in the field of online marketing?



Red
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for travel & leisure

Work areas



Destination

Countries
Regions
Cities

More visitors to your country, region or city? Nationally and international? We reach your target group in the right language.



Travel

OTA's
Tour operators
Airlines

Search and book behavior, we know all about it. With our conversion and search engine optimisation tools, we will ensure a higher ranking and increased conversion.



Day attraction

Amusement parks
Zoos
Museums

The right online marketing campaign for as many ticket sales. We're on it. We're on it.



Accommodation

Holiday parks
Campsites
Hotels

Also occupation in the shoulder season? Insight into search and booking behavior and as much possible conversion? Leave it to us.

Discover what we do



[illegible]

Netherlands
 France
 Switzerland

Germany
 Denmark
 England

Belgium
 Spain
 Ireland

January

Holiday periods

-  Netherlands
-  France
-  Switzerland
-  Germany
-  Denmark
-  England
-  Belgium
-  Spain
-  Ireland

	Mo	Tue	We	Thu	Fri	Sat	Sun
1	1 Jan. New Year Dry January 	2	3 World Braille Day	4	5 Epiphany  Special Travel Holiday Fair Amsterdam (until Jan. 7) 	6 	7
2	8	9 Dutch Travel Week Holiday Fair: Travel Trade Day	10 	11 Consumer Days Holiday Fair (until Jan. 14)	12	13	14
3	15 Blue Monday	16	17	18	19	20 National Tulip Day Special Travel Holiday Fair Nijmegen (until Jan. 21)	21 International Hugging Day
4	22 Day of handwriting	23 Peanut Butter Day	24	25 Poetry Day	26 Travel Gala Travmedia	27 Day of the Croissant	28
5	29	30	31 Brussels Holiday Fair (until Feb. 4) 	1 Feb. Groundhog Day Warm sweater day Candlemas 	2	3 Facebook anniversary (2004) 	4
6	5 Safer Internet Day	6	7 Women's Carnival Day 	8	9 Chinese New Year 	10 Carnival (until Feb. 13) 	11



February

Holiday periods

 Netherlands

 Germany

■ Belgium

 France

 Denmark

Spain

Switzerland

■ England

 Ireland

[illegible]

February

Holiday periods

-  Netherlands
-  France
-  Switzerland
-  Germany
-  Denmark
-  England
-  Belgium
-  Spain
-  Ireland

	Mo	Tue	We	Thu	Fri	Sat	Sun
5	29 Day of the Croissant	30	31 Brussels Holiday Fair (until Feb. 4) 	1 Feb. Groundhog Day Warm sweater day Candlemas 	2	3 Facebook anniversary (2004) 	4
6	5 Safer Internet Day	6	7 Women's Carnival Day 	8	9 Chinese New Year	10 Carnival (until Feb. 13) 	11
7	12 Carnival Monday 	13 World Radio Day Carnival 	14 Valentine's Day Ash Wednesday 	15	16	17	18
8	19	20	21 International Mother Language Day	22	23 Cycling and hiking fair Utrecht (until Feb. 25)	24 Birthday WhatsApp (2009) 	25
9	26	27	28	29 International RSI Day	1 Mar. Plan a Solo Vacation Day Compliment Day 	2 International day of hearing Grandmothers' Day 	3
10	4 Anniversary Microsoft (1975) 	5 ITB Berlin (until 07.03) 	6	7	8 International Women's Day Pancake Day 	9	10 Beginning of Ramadan (until April 9)

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Red
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Holiday periods

- Netherlands
- Germany
- Belgium
- France
- Denmark
- Spain
- Switzerland
- England
- Ireland

March

	Mo	Tue	We	Thu	Fri	Sat	Sun
9	26	27	28	29	1 Mar.	2	3
			International RSI Day	Plan a Solo Vacation Day Compliment Day		International day of hearing Grandmothers' Day 🇮🇹	
10	4	5	6	7	8	9	10
	Anniversary Microsoft (1975)	ITB Berlin (until 07.03) 🇩🇪		International Women's Day Pancake Day		Beginning of Ramadan (until April 9)	
11	11	12	13	14	15	16	17
				NL Does (until March 16) World Sleep Day		St Patrick's day	
12	18	19	20	21	22	23	24
		Early Spring	Keukenhof opening (until May 12)	World Water Day	Earth hour	Palm Sunday	
13	25	26	27	28	29	30	31
		International Theatre Day	Maundy Thursday	Good Friday		Daylight saving time (forward 1 hour) First Easter Day	
14	1 Apr.	2	3	4	5	6	7
	Day of Joke Easter Monday		404 Day National Colleague Day	Read a Road Map Day		World Health Day	



		Mo	Tue	We	Thu	Fri	Sat	Sun	Mo	Tue	We	Thu	Fri	Sat	Sun	Mo	Tue	We	Thu	Fri	Sat	Sun	Mo	Tue	We	Thu	Fri	Sat	Sun	Mo	Tue
Country	Area	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
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April

Holiday periods

	Netherlands		France		Switzerland
	Germany		Denmark		England
	Belgium		Spain		Ireland

	Mo	Tue	We	Thu	Fri	Sat	Sun
14	1 Apr. Day of Joke Easter Monday 	2	3	4 404 Day National Collegue Day	5 Read a Road Map Day 	6 World Health Day 	7
15	8 TravDay Solar Eclipse	9 Sugar Festival (Aid el-Fitr)	10	11	12	13	14
16	15 World Day of Art	16	17	18 Secretary's Day	19	20	21
17	22 Earth Day 	23 English Language Day	24 International cooperation day French days (until April 29) 	25	26 King's Night King's Games 	27 Kingsday  	28 World Day for Safety and Health at Work
18	29 Day of honesty Walpurgis Night (Until May 1) 	30 Labor Day	1 May	2	3 Memorial Day	4 Liberation Day International Day of Laughter	5
19	6	7	8 Armistice 1945 	9 Ascension Day Father's Day 	10	11 Ice saints (until May 14)	12 Mothersday   

[illegible]



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May

Holiday periods

- Netherlands
- Germany
- Belgium
- France
- Denmark
- Spain
- Switzerland
- England
- Ireland

	Mo	Tue	We	Thu	Fri	Sat	Sun
18	29 Day of honesty Walpurgis Night (Until May 1) 🇩🇪	30 Labor Day	1 May	2	3	4 Memorial Day	5 Liberation Day International Day of Laughter
19	6	7	8 Armistice 1945 🇫🇷	9 Ascension Day Father's Day 🇩🇪	10	11 Ice saints (until May 14)	12 Mothersday 🇩🇪 🇫🇷
20	13 Cannes Film Festival (until May 25)	14	15 Bike to work day	16	17	18 Lazybones day	19 Pentecost
21	20 Whit Monday	21	22	23	24	25	26 Mothersday 🇫🇷
22	27	28	29	30	31	1 June	2
23	3 World bike day 🚲	4	5 Anniversary LinkedIn (2003) World Environment Day 🌐	6	7	8	9 Fathersday 🇩🇪

[illegible]

June

Holiday periods

 Netherlands	 France	 Switzerland
 Germany	 Denmark	 England
 Belgium	 Spain	 Ireland

	Mo	Tue	We	Thu	Fri	Sat	Sun
	27	28	29	30	31	1 June	2
22							
23	3 World bike day 	4	5 Anniversary LinkedIn (2003) World Environment Day  	6	7	8 Fathersday 	9
24	10	11	12	13	14 World Cup (until July 14)	15 Fathersday  Feast of Sacrifice (Aid al-Adha)	16 
25	17	18	19 Longest Day	20 Beginning of Summer International Selfie Day National Music Festival 	21 	22	23
26	24 Leon Day - Six Months Until Christmas	25 	26	27	28 INTERNATIONAL CAPS LOCK DAY	29 Tour de France start (until July 21) 	30 Social Media Day
27	1 July	2	3	4	5 World Kissing Day 	6 International Day of Cooperation	7

[illegible]



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July

Holiday periods

- Netherlands
- Germany
- Belgium
- France
- Denmark
- Spain
- Switzerland
- England
- Ireland

	Mo	Tue	We	Thu	Fri	Sat	Sun
26	24 Leon Day - Six Months Until Christmas	25 	26	27 INTERNATIONAL CAPS LOCK DAY	28 Tour de France start (until July 21)	29 Social Media Day 	30
27	1 July	2	3	4 World Kissing Day	5 	6 International Day of Cooperation	7
28	8	9	10 Holiday of the Flemish Community	11	12	13 National Holiday	14
29	15 Nijmegen 4 Days (until July 19)	16 Emoji Day	17	18	19	20 National Holiday	21
30	Pink Monday	22	23	24	25 Paris Olympics 2024 (until 11/08)	26 Pride Amsterdam (until 4 August) 	27 28
31	29 International Day of Friendship	30	31 World Wide Web Day	1 Aug.	2 Canal Parade Amsterdam	3 	4



Netherlands
 France
 Switzerland

Germany
 Denmark
 England

Belgium
 Spain
 Ireland

[illegible]



Red
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August

Holiday periods

- Netherlands
- Germany
- Belgium
- France
- Denmark
- Spain
- Switzerland
- England
- Ireland

	Mo	Tue	We	Thu	Fri	Sat	Sun
31	29 International Day of Friendship	30	31 World Wide Web Day	1 Aug.	2 Canal Parade Amsterdam	3	4
32	5	6	7	8	9	10	11
33	12 Day of the Left Handed	13	14 Relaxation Day Assumption Day 🇩🇪🇫🇷	15	16	17	18
34	19	20	21	22 Birthday Internet (1984)	23	24	25
35	26	27	28	29	30	31	1 Sept.
36	2 Sustainable Tuesday	3 Birthday Google (1998)	4	5	6 Heritage Day	7	8



		Sun	Mo	Tue	We	Thu	Fri	Sat	Sun	Mo	Tue	We	Thu	Fri	Sat	Sun	Mo	Tue	We	Thu	Fri	Sat	Sun	Mo	Tue	We	Thu	Fri	Sat	Sun	Mo
Country	Area	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
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September

Holiday periods

 Netherlands	 France	 Switzerland
 Germany	 Denmark	 England
 Belgium	 Spain	 Ireland

	Mo	Tue	We	Thu	Fri	Sat	Sun
	26	27	28	29	30	31	1 Sept.
35							
	2	3	4	5	6	7	8
36	Sustainable Tuesday	Birthday Google (1998)			Heritage Day		
							
37	9	10	11	12	13	14	15
				International Day of Positive Thinking			
38	16	17	18	19	20	21	22
	Prince's Day IFTM Paris (t/m 19 september) 				Octoberfest München (until October 6) 	Beginning of Autumn	
					 		
39	Trav Day	24	25	26	27	28	29
			European Day of Languages	Back to school French Days (until september 30)  Day of the French Community (Wallonie)  World Tourism Day 	Neighbourhood Day	Wear red day	
40	Siblings' day	1 Oct.	2	3	4	5	6
	Stoptober International coffee day	Camping & Caravan Fair Utrecht (until October 6)		Animal Day World Smile Day 		Birthday Instagram (2010)	



Holiday periods

Switzerland

■ England

 Ireland

[illegible]

October

Holiday periods

 Netherlands	 France	 Switzerland
 Germany	 Denmark	 England
 Belgium	 Spain	 Ireland

	Mo	Tue	We	Thu	Fri	Sat	Sun
40	30 Siblings' day	1 Oct. Stoptober International coffee day	2 Camping & Caravan Fair Utrecht (until October 6)	3 Animal Day World Smile Day	4 	5 Birthday Instagram (2010)	6 
41	7 Atlantica Salon (until October 10) 	8	9	10	11	12 Grout Parent Day 	13
42	14 Steve Jobs Day	15	16	17	18	19	20
43	21	22	23	24	25	26 Winter time	27 
44	28	29	30 National Checklist Day	31 Halloween Reformation Day 	1 Nov. November All Souls' Day  	2 All Souls' Day	3
45	4 International red hair day SETT Montpellier (until November 7) 	5	6	7 Anniversary Red Online Marketing (2006)	8	9 Fall of the Berlin Wall 	10



		Fri	Sat	Sun	Mo	Tue	We	Thu	Fri	Sat	Sun	Mo	Tue	We	Thu	Fri	Sat	Sun	Mo	Tue	We	Thu	Fri	Sat	Sun	Mo	Tue	We	Thu	Fri	Sat
Country	Area	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
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November

Holiday periods

-  Netherlands
-  France
-  Switzerland
-  Germany
-  Denmark
-  England
-  Belgium
-  Spain
-  Ireland

	Mo	Tue	We	Thu	Fri	Sat	Sun
44	28 Winter time	29 National Checklist Day	30 Halloween Reformation Day 	31 November All Souls' Day   	1 Nov. All Souls' Day	2	3
45	4 International red hair day SETT Montpellier (until November 7) 	5	6 Anniversary Red Online Marketing (2006)	7	8 Fall of the Berlin Wall 	9	10
46	11 Singles Day Saint Martin  Armistice 1918   	12	13	14 I Love to Write Day Kingsday 	15 Entry of St Nicholas 	16	17
47	18 International Men's Day	19 Day of repentance and prayer (Sachsen) 	20	21	22	23 National Change Your Passwords Day	24
48	25 Shopping Reminder Day (1 month left before Christmas) 	26	27 Thanksgiving Day 	28 Black Friday	29	30 1. Advent 	1 Dec.
49	Cyber Monday 	3	4 Saint Nicholas gifts evening 	5 Saint Nicholas   	6	7 World Lights Day 2. Advent 	8 



December

Holiday periods

 Netherlands

 Germany

■ Belgium

 France

 Denmark

 Spain

Switzerland

■ England

 Ireland

[illegible]



Red
online marketing
for travel & leisure

December

Holiday periods

- | | | |
|--|---|---|
|  Netherlands |  France |  Switzerland |
|  Germany |  Denmark |  England |
|  Belgium |  Spain |  Ireland |

	Mo	Tue	We	Thu	Fri	Sat	Sun
48	25 Shopping Reminder Day (1 month left before Christmas) 	26	27	28 Thanksgiving Day 	29 Black Friday	30	1 Dec. 1. Advent 
49	2 Cyber Monday 	3	4	5 Saint Nicholas gifts evening 	6 Saint Nicholas   	7	8 World Lights Day 2. Advent  
50	9	10 Human Rights Day	11	12	13 Purple Friday 	14	15 3. Advent 
51	16	17	18	19	20 Ugly Christmas Sweater Day	21 Shortest Day	22 Beginning of Winter 4. Advent  
52	23 Christmas Eve Heiligabend 	24 Christmas 1. Weihnachtstag 	25 Boxing Day 2. Weihnachtstag  	26	27	28	29
1	30 New Year's Eve 	31	1 Jan.	2	3	4	5



See me again in 2025?

A content calendar is the tool for your communication planning.

Our content calendar was specially developed for companies in the travel and leisure industry.

We have also translated this content calendar into German, French and English, please check our country websites to order it digitally.

Why is a content calendar useful for your online strategy?

- You anticipate important periods in time
- It helps you collect ideas
- Especially for Travel & Leisure companies
- You can establish a long-term relationship with your target group