

CONTENT CALENDAR INSPIRATION

Here to help



JAN

VEGANUARY

Content Detail:

Competition offering followers the chance to win a stay by suggesting a new menu item.

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FEB

VALENTINES DAY

Content Detail:

Loving Alone Time. Content all about loving yourself and booking yourself a getaway as a treat.



MAR

INTERNATIONAL WOMEN'S DAY

Content Detail:

A spotlight on the great female team members working at the hotel.



APR

INTERIOR DESIGN

Content Detail:

A blog article focussing on the interior design inspiration at the hotel.



MAY

KING CHARLES CORONATION

Content Detail:

Promote afternoon tea and ideas as to how the UK can celebrate the coronation with you.



JUN

COCKTAILS

Content Detail:

A social post detailing the top ranked unusual cocktails according to your bar staff. Invite your customers to come and try them.



JUL

SUMMER ACTIVITIES / TRAVEL TIPS

Content Detail:

Things to do on a day out before dining with us, utilising guest-generated content, tips and reviews.



AUG

BANK HOLIDAY FUN

Content Detail:

A blog article focussing on the bank holiday and things to see and do over the extended break.



SEP

OKTOBERFEST

Content Detail:

Focus on the beer selection on offer with an Oktoberfest special offer.



OCT

HALLOWEEN

Content Detail:

A blog article listing the best scary films to watch in a hotel room.



NOV

CHRISTMAS PARTY

Content Detail:

Send a reminder to all of your regulars to get their Christmas parties booked in.



DEC

CHRISTMAS MARKETS

Content Detail:

A guide to the Christmas Markets near your business.



DEC

TWIXMAS

Content Detail:

Finally don't forget to promote Twixmas - a well-deserved break in between Christmas and New Year.

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