

# 2018

## HOLIDAYS AND KEY DATES IN GERMANY

Don't miss holidays and key dates that are significant for your customers. Prepare discounts, special offers, promotions, create gift lists with suitable goods at affordable prices and expect your sales to boost quickly!

BelVG wishes you profitable holidays! Stay tuned and follow us on social networks for more ecommerce tips.



# JANUARY 2018

| MON | TUE | WED | THU | FRI | SAT | SUN |
|-----|-----|-----|-----|-----|-----|-----|
| 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  | 31  | 1   | 2   | 3   | 4   |

## JANUARY TIPS

### **New Year's Day 01.01**

The first day of the year according to the Gregorian calendar.

### **Epiphany 06.01**

It commemorates the presentation of the infant Jesus to the Magi, or three wise men.

### **Franco-German Day 22.01**

It remembers Franco-German friendship.

### **European Privacy Day 28.01**

Raises awareness and promotes privacy and data protection best practices.

# FEBRUARY 2018

| MON | TUE | WED | THU | FRI | SAT | SUN |
|-----|-----|-----|-----|-----|-----|-----|
| 29  | 30  | 31  | 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  | 1   | 2   | 3   | 4   |

## FEBRUARY TIPS

### Shrove Monday 12.02

It's held before the beginning of Lent and famous for its street parades.

### Valentine's Day 14.02 **Types of gifts:** flowers, cards, roses, chocolates, champagne, lingerie, candy, jewelry

Celebrates feelings of love, affection and friendship.

# MARCH 2018

| MON | TUE | WED | THU | FRI | SAT | SUN |
|-----|-----|-----|-----|-----|-----|-----|
| 26  | 27  | 28  | 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  | 31  | 1   |

## MARCH TIPS

**International Women's Day 08.03** Types of gifts: flowers, jewelry, candy, chocolate

It celebrates social, economic and cultural achievements of women.

**Palm Sunday 25.03**

It commemorates Jesus Christ's triumphal entry into Jerusalem and marks the beginning of Holy Week.

**Good Friday 30.03**

Marks Jesus's crucifixion.



# APRIL 2018

| MON | TUE | WED | THU | FRI | SAT | SUN |
|-----|-----|-----|-----|-----|-----|-----|
| 26  | 27  | 28  | 29  | 30  | 31  | 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  | 1   | 2   | 3   | 4   | 5   | 6   |

## APRIL TIPS

**Easter Sunday 01.04** Types of gifts: eggs, cookies, cakes  
It celebrates Jesus Christ's resurrection.

**German Beer Day 23.04** Types of gifts: beer  
The day of beer.

**Walpurgis Night 30.04**  
It is believed to be the night of a witches' meeting and celebrated by dressing in costumes and playing pranks on people.

# MAY

# 2018

| MON | TUE | WED | THU | FRI | SAT | SUN |
|-----|-----|-----|-----|-----|-----|-----|
| 30  | 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  | 31  | 1   | 2   | 3   |

## MAY TIPS

### May Day 01.05

It welcomes the spring weather and drives away evil spirits. Also it celebrates workers' rights.

### Ascension Day 10.05

Marks the Jesus Christ's ascension to heaven.

### Mother's Day 13.05 Types of gifts: cards, cakes, flowers, jewelry

Honors mothers, grandmothers, stepmothers, mothers-in-law.

### Pentecost 20.05

A religious holiday which marks the Holy Spirit's descent on Jesus Christ's followers.

# JUNE

2018

| MON | TUE | WED | THU | FRI | SAT | SUN |
|-----|-----|-----|-----|-----|-----|-----|
| 28  | 29  | 30  | 31  | 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  | 1   |

## JUNE TIPS

### **K5 Conference 05.06**

It marks the importance of ecommerce and its development.

### **Car-free Sunday 17.06**

It highlights the importance to care for nature.

# JULY

2018

| MON | TUE | WED | THU | FRI | SAT | SUN |
|-----|-----|-----|-----|-----|-----|-----|
| 25  | 26  | 27  | 28  | 29  | 30  | 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  | 31  | 1   | 2   | 3   | 4   | 5   |

## JULY TIPS

There are no public holidays in Germany this month. Take a break! :)

# AUGUST 2018

| MON | TUE | WED | THU | FRI | SAT | SUN |
|-----|-----|-----|-----|-----|-----|-----|
| 30  | 31  | 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  | 31  | 1   | 2   |

## AUGUST TIPS

### Assumption of Mary 15.08

It celebrates the assumption of Mary into heaven.

# SEPTEMBER 2018

| MON | TUE | WED | THU | FRI | SAT | SUN |
|-----|-----|-----|-----|-----|-----|-----|
| 27  | 28  | 29  | 30  | 31  | 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  |

## SEPTEMBER TIPS

### German Language Day 08.09

It promotes the German language.

# OCTOBER 2018

| MON | TUE | WED | THU | FRI | SAT | SUN |
|-----|-----|-----|-----|-----|-----|-----|
| 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  |
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## OCTOBER TIPS

### Day of German Unity 03.10

It marks the anniversary of the nation's unification.

### Halloween 31.10 Types of gifts: pumpkins, sweets

Marks the day before All Saint's Day by holding costume parties and going trick-or-treating.



# NOVEMBER 2018

| MON | TUE | WED | THU | FRI | SAT | SUN |
|-----|-----|-----|-----|-----|-----|-----|
| 29  | 30  | 31  | 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  | 1   | 2   |

## NOVEMBER TIPS

**St. Martin's Day 11.11** Types of gifts: sweet pastries, wine

It celebrates modesty and altruism, values that are associated with St. Martin.

**Black Friday 23.11**

One of the busiest shopping days in Germany.

**Sunday of the Dead 25.11**

It remembers people who have passed away.

**Cyber Monday 26.11**

The last day of the greatest shopping event.

# DECEMBER 2018

| MON | TUE | WED | THU | FRI | SAT | SUN |
|-----|-----|-----|-----|-----|-----|-----|
| 26  | 27  | 28  | 29  | 30  | 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  |
| 31  | 1   | 2   | 3   | 4   | 5   | 6   |

## DECEMBER TIPS

### **Saint Nicholas Day 06.12**

It remembers St. Nicholas by presenting gifts to children.

### **Christmas Day 25.12**

It traditionally celebrates Jesus Christ's birth.

### **New Year's Eve 31.12**

The last day of the year.