

CULTURAL CALENDAR: KEY TRADING MOMENTS FOR HOSPITALITY

January

Lunar New Year

Strong influence on group dining, banquets and catering in many communities. Planning menus and bookings early supports smoother service and better stock control.

Australia Day

Variable trade depending on location. Casual dining, takeaway and catering often perform well with clear service plans.

February

Valentine's Day

High booking intent for restaurants. Fixed menus and clear seating times help manage demand and protect margins.

March / April

Ramadan

Changes dining patterns, particularly evening trade and catering. Awareness supports respectful service and tailored offers.

Easter

Public holiday trading, family dining and catering demand. Staffing and supply planning are key.

May

Mother's Day

One of the strongest booking days of the year. Early reservations, set menus and clear communication remain critical.

June

EOFY

Corporate catering, team lunches and small events increase. Caterers benefit from early outreach to corporate clients.

July

NAIDOC Week

An opportunity for reflection and acknowledgement. Cultural awareness strengthens community connection and brand trust.

August

Father's Day (planning period)

Early promotion supports bookings and catering enquiries ahead of September.

September

Father's Day

Steady restaurant and café trade. Casual formats and family-friendly offers perform well.

October

Diwali

Growing influence on dining and catering across Australia. Advance planning supports group bookings and special events.

November

End-of-Year Functions (ramp-up)

Corporate catering and group bookings increase quickly. Locking in menus and availability early protects capacity.

December

Christmas & Festive Season

Peak period for catering and group dining. Clear cut-off dates, set menus and supplier coordination are essential.