

2025 - 2026

# Promotion Restaurant Promotion

**New Zealand** 

# Strategic promotion planning for booking success

Planning your restaurant promotions ahead of time can boost your bookings, increase revenue, and help you stand out from the competition.

This calendar gives you a 12-month view of key dates and promotional opportunities in New Zealand from June 2025 to May 2026, allowing you to prepare well in advance.

#### **USE THIS CALENDAR TO**



Identify promotional windows throughout the year



Plan offers, special menus and experiences to attract more diners



Schedule your marketing activities around peak booking periods



Maximise your restaurant's visibility during seasonal events

#### **JUMP TO A MONTH**

June

July

August

2

0

7

9

7

0

7

September

October

November

December

January

**February** 

March

April

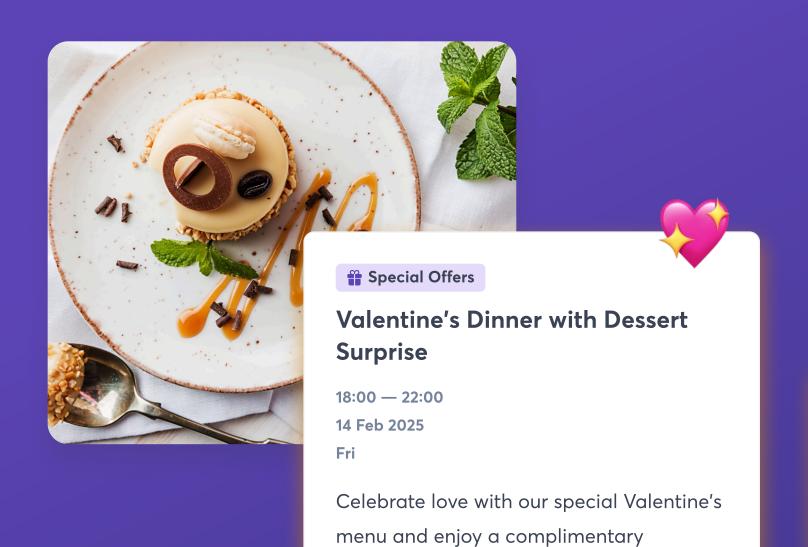
May

Strategic promotion planning helps you capitalise on seasonal trends and cultural moments that matter to your diners.

While these special occasions provide excellent promotional opportunities, consistent, long-term offers can be just as effective for maintaining steady bookings.

We have a feature to put your plan into action: **Special Offers**.

Use it to create ongoing offers and seasonal promotions. You can quickly set up offers, get them in front of diners and attract more bookings year-round.





#### # Special Offers

#### Seasonal 3-Course Menu with Free Prosecco

20:00 — 23:00

8 Mar 2025 — 28 Mar 2025

Fri, Sat, Sun

Indulge in our seasonal three-course menu featuring locally sourced ingredients and a complimentary glass of prosecco.

#### Special Offers

#### Family Brunch Set: Kids Eat Free

signature dessert for each guest.

12:00 — 15:00

8 Feb 2025 — 28 Feb 2025

Mon, Tues, Wed, Thurs, Fri

Enjoy our weekend family brunch set menu where kids under 10 eat free with each adult brunch purchased.



#### June 2025

MON	TUES	WED	THURS	FRI	SAT	SUN
						1 Winter begins Pride Month
2	3	4	5	6	7 Eid al-Adha	8
9	10	11	12	13	14 World Gin Day	15
16	17	18 International Sushi Day	19 World Tapas Day	20	21	22
23	24	25	26	27	28	29
30						



Pride Month community dining events and menus

Eid al-Adha feast menus or family dining packages

Gin cocktail specials or ginpairing menus

Hearty winter menu items or comfort food specials

# July 2025

MON	TUES	WED	THURS	FRI	SAT	SUN
	1	2	3	4	5	6
World Chocolate Day	8	9	10	11	12	13
14	15	16	17	18	19	20
National Lamington Day	22	23	24 Intl. Tequila Day	Wine & Cheese Day  Christmas in July	26	27
28	29	30 Intl. Friendship Day	31			



Chocolate dessert specials

Free lamington with coffee purchase

Winter festive menus highlighting traditional Christmas dishes

Tequila cocktail features

"Bring a friend" deals with sharing platters for groups

Wine and cheese pairings

# August 2025

MON	TUES	WED	THURS	FRI	SAT	SUN
				1 Intl. Beer Day	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	<b>17</b>
18	19	20	21	22	23	24
25	26	27	28	29	30	National Eat Outside Day



Beer tastings and food pairings

Limited-edition beer cocktail specials

Complimentary beer snack with every pint

# September 2025

MON	TUES	WED	THURS	FRI	SAT	SUN
1 Spring begins	2	3	4	5	6	7
8 Father's Day	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26 World Dumpling Day	27	28
29	30					

Change of season



Father's Day meal packages

Spring tasting menus highlighting new seasonal ingredients

All-you-can-eat dumpling specials

#### October 2025

MON	TUES	WED	THURS	FRI	SAT	SUN
		Intl. Coffee Day  World Vegetarian Day	2	3	4 World Taco Day	NRL Grand Finals
6	7	8	9	10	11	12
13	14	15	16	17	18	Intl. Gin and Tonic Day
20 Diwali	21	22	23	24	World Pasta Day	26
27	28	29	30	31 Halloween		



Specialty coffee pairings and dessert combos

Seasonal gin and tonic tasting sets

Diwali celebration feasts and sharing platters

Halloween-themed dining experiences and family events

Pasta and wine pairing menu

#### November 2025

	MON	TUES	WED	THURS	FRI	SAT	SUN
						1 World Vegan Day	2
3		4	5	6	7	8	9
10		11 Singles' Day	12	13	14	15	16
17		18	19	20	21	22	23
24		25	26	27	28 Black Friday	29	30



Plant-based menu specials and vegan tasting experiences

Pre-holiday group booking incentives

Black Friday dining deals and voucher promotions

#### December 2025

MON	TUES	WED	THURS	FRI	SAT	SUN
1 Summer begins	2	Giving Tuesday	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	Christmas Eve	25 Christmas	26 Boxing Day	27	28
29	30	New Year's Eve				

Change of season



Charitable dining initiatives with donation components

Festive holiday menus

Christmas period dining packages and group booking offers

New Year's Eve special events and countdown celebrations

Corporate holiday party packages and private dining options

# January 2026

MON	TUES	WED	THURS	FRI	SAT	SUN
			New Year's Day  Veganuary	2	3	4
8	9	10	11	Australian Open 12 JAN - 1 FEB	13	14
15	International Hot & Spicy Food Day	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

All month



Veganuary menu specials and plant-based tasting experiences

Healthy eating options and menus

# February 2026

MON	TUES	WED	THURS	FRI	SAT	SUN
						T20 World Cup* FEB - MAR
2	3	4	5	6 Waitangi Day	7	8
9 National Pizza Day	10	11	12	13 Galentine's Day	14. Valentine's Day	15
16 Ramadan begins	Chinese New Year begins	18	19	20	21	22
23	24	25	26	27	28	



Traditional Māori cuisine features and dining promotions

Group dining packages for friends

Valentine's Day romantic set menus

Iftar menus and special evening dining options

Chinese New Year banquet menus

Creative pizza specials and pizza-making experiences

#### March 2026

MON	TUES	WED	THURS	FRI	SAT	SUN
						1 Autumn begins
2	3	4	5	6	7	8 Intl. Women's Day
9	10	11	F1 Grand Prix 12 - 15 MARCH	13	14	15
16	17 St. Patricks' Day	18	19	20 Eid ul-Fitr	21	22
23	24	25	26	27	28	29
30						

Change of season



Women's Day celebration events

Irish-inspired food and drink offers

Eid celebration feasts and family sharing platters

Seasonal autumn menu launches

# **April** 2026

MON	TUES	WED	THURS	FRI	SAT	SUN
		1 April Fool's Day	2	Good Friday	4	5 Easter
6	7 World Health Day	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22 Earth Day	23	24	25	26
27	28	29	30			



Easter weekend family dining packages

Family brunch offerings and chocolate-themed desserts

Sustainable dining initiatives and locally-sourced menu features

## May 2026

MON	TUES	WED	THURS	FRI	SAT	SUN
				1	2	3
4	5 Cinco de Mayo	Sauvignon Blanc Day	7	8	9	10 Mother's Day
11	12	13 World Cocktail Day Intl. Hummus Day	14	15	16	17
18	19	20	21 Intl. Tea Day	22	23	24
25	26	27	28 Intl. Burger Day	29	30	31



Mexican cuisine specials and themed dining events

Tea tasting sessions with sweet treat pairings

Burger meal specials with side deals

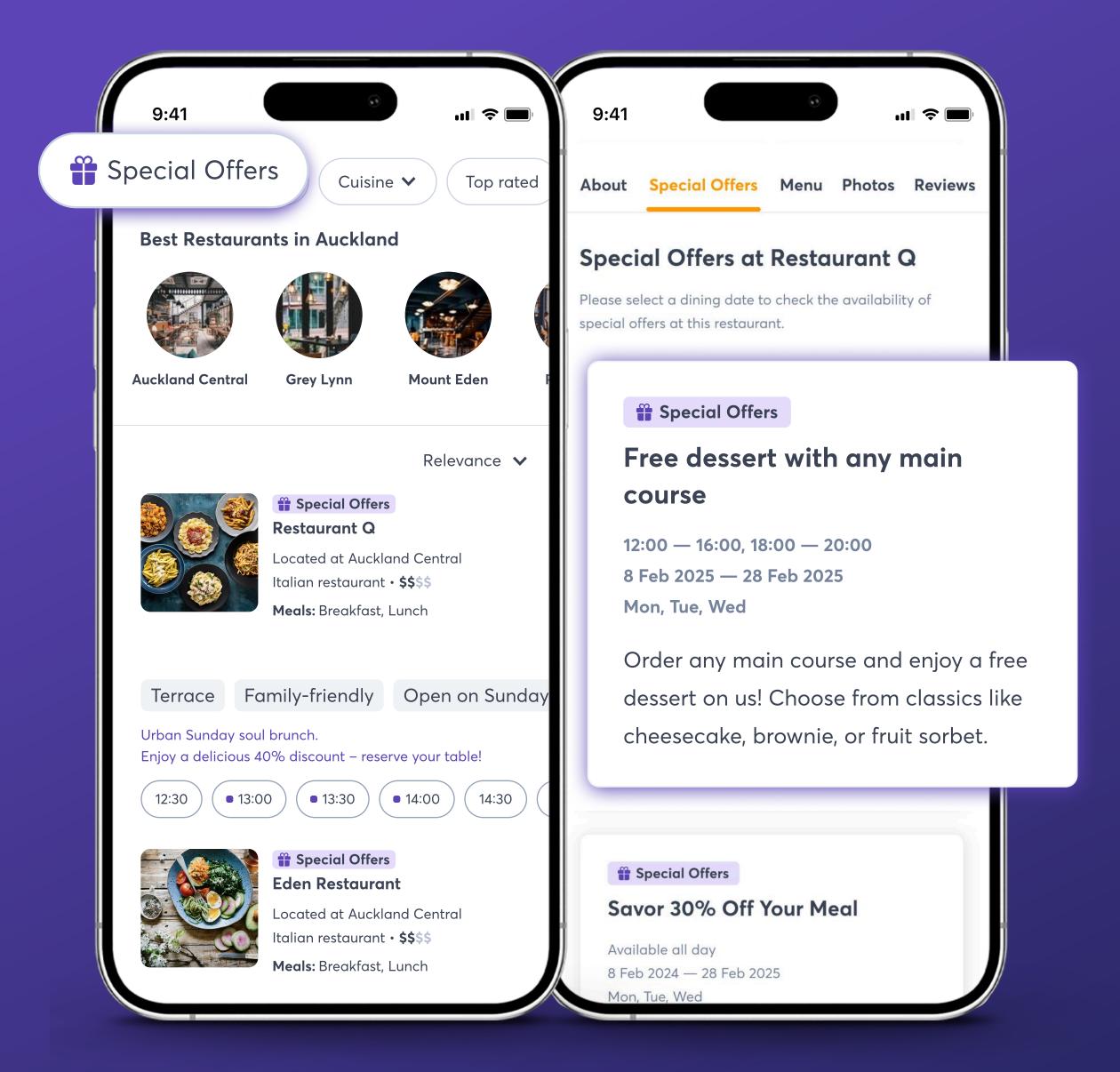
Special Mother's Day brunch menus

Signature cocktail promotions

# Get your offers in front of diners

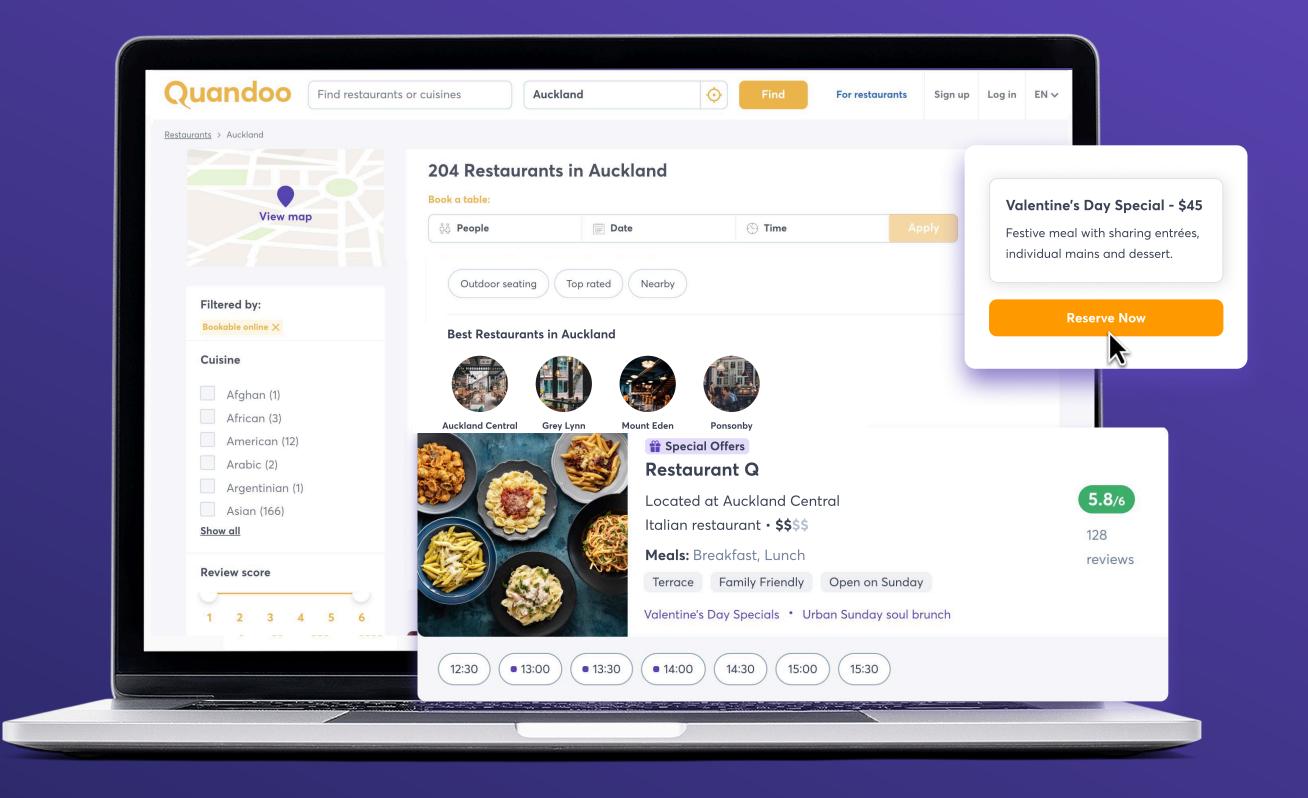
Now that you've mapped out your promotional strategy for the year, it's time to put your plan into action.

Our **Special Offers** feature gives you the tools to convert promotional opportunities into actual bookings by showcasing your offers on your Quandoo marketplace listing and restaurant profile, right where diners can see them when they're ready to book.



### Why use Special Offers

- Increase conversions: Enticing offers encourage undecided diners to make a reservation
- Attract value seekers: Connect with guests actively looking for special dining experiences
- Boost visibility: Your promotions stand out on both search results and your restaurant profile page
- **Simple setup**: Create and launch offers in minutes
- Flexible options: Design offers for specific days, times or seasons to match your business needs



#### Ready to start promoting?

Log in today and start creating offers that will attract more diners to your restaurant.

#### Not a Quandoo partner yet?

Sign up to access Special Offers and many more features that will help you attract and manage bookings.



Founded in 2012, Quandoo is one of the fastest-growing restaurant reservation platforms and marketplaces that connects diners with restaurants through its intuitive website and mobile app.

Having seated 400 million+ diners in over 16,000 restaurants, Quandoo for Restaurants empowers venues to reach more diners and increase bookings. It also helps restaurants manage reservations and optimise operations through its easy-to-use reservation system.

Headquartered in Berlin, Quandoo operates in 11 countries including Germany, Austria, Switzerland, Italy, Turkey, the UK, Finland, Singapore, Australia, New Zealand and the Netherlands. Quandoo was acquired by Recruit Holdings in March 2015.

#### For more information, visit their <u>website</u>.



Seated over
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via online reservations



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Powers

16,000+ restaurants
to become
bookable online