

2025 - 2026

Promotion Restaurant Promotion

Australia

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 Australia 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

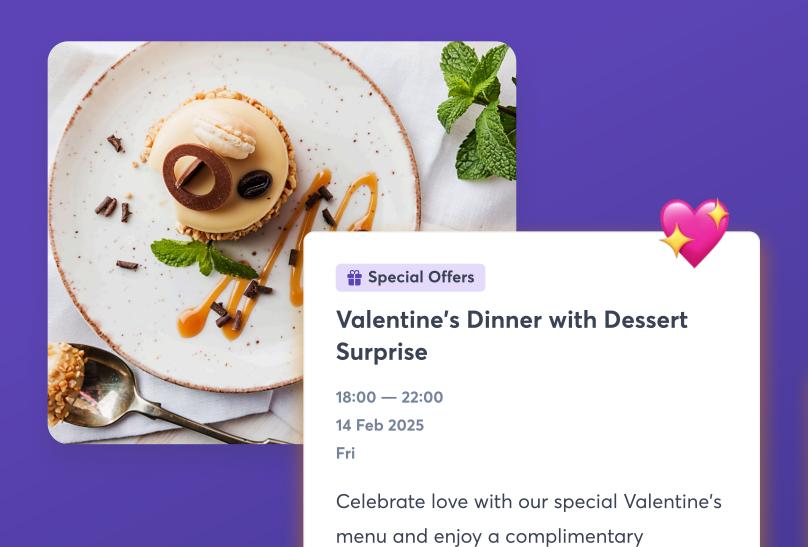
May

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	Sydney Film Festival 4 - 15 JUNE	5	6 Queensland Day	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	17
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	AFL Finals 4 - 27 SEP	5 Brisbane Festival 5 - 27 SEP	6	Father's Day
8	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		Melbourne Cup Carnival 4 - 11 NOV	5	6	7	8	9
10	0	11 Singles' Day	12	13	14	15	16
17	7	18	19	20	21	22	23
2	4	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	3	Giving Tuesday	5	6	7
8	9	10	11	12	13	14 Hanukkah begins
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
5	6	7	8	9	10	11
Australian Open 12 JAN - 1 FEB	13	14	15	International Hot & Spicy Food Day	17	18
19 Brew Monday	20	21	22	23	24	25
26 Australia Day	27	28	29	30	31	



Veganuary menu specials and plant-based tasting experiences

Brew Monday specialty coffee and tea experiences

Healthy eating options and menus

Australian-themed menus, local produce showcases and dining promotions

All month

February 2026

MON	TUES	WED	THURS	FRI	SAT	SUN
						T20 World Cup* FEB - MAR Perth Festival* FEB - MAR
2	3	4	5	6	7	8
9 National Pizza Day	10	11	12	Sydney Gay & Lesbian Mardi Gras 13 FEB - 1 MAR	14 Valentine's Day	15
16 Ramadan begins Tim Tam Day	Chinese New Year begins	18	19	Adelaide Fringe 20 FEB - 22 MAR	21	22
23	24	25	26	27	28	



Creative pizza specials and pizza-making experiences

Group dining packages for friends

Valentine's Day romantic set menus

Iftar menus and special evening dining options

Chinese New Year banquet menus

March 2026

MON	TUES	WED	THURS	FRI	SAT	SUN
						Autumn begins Melbourne Food & Wine Festival*
2	3	4	5	6	7	8 Intl. Women's Day
9 Adelaide Cup Day	10	11	F1 Grand Prix 12 - 15 MAR	13	14	15
16	St. Patricks' Day	18 National Prawn Day	19	20 Eid ul-Fitr	21	22
23	24	Melbourne International Comedy Festival 25 MAR - 19 APR	26	27	28	29
30						



Women's Day celebration events

Race day specials and pre/ post-race dining packages

Irish-inspired food and drink offers

Prawn-focused dishes and seafood specials

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	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 Aussie Wine Month	2	3
4	5 Cinco de Mayo	6	7	8	9	Mother's Day
11	12	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

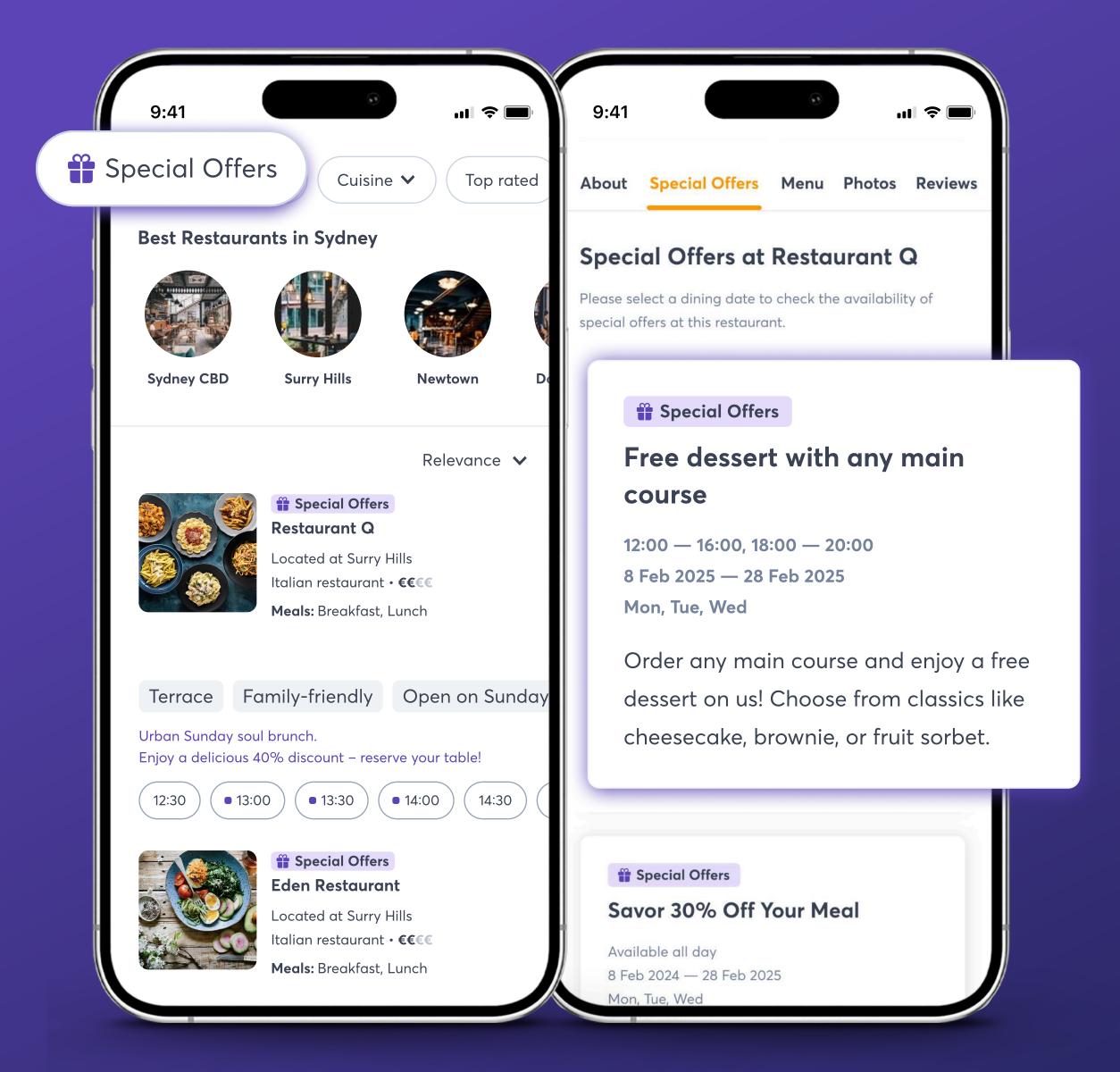
Australian wine showcases and wine pairing experiences

Signature cocktail promotions

Get your offers in front of diners

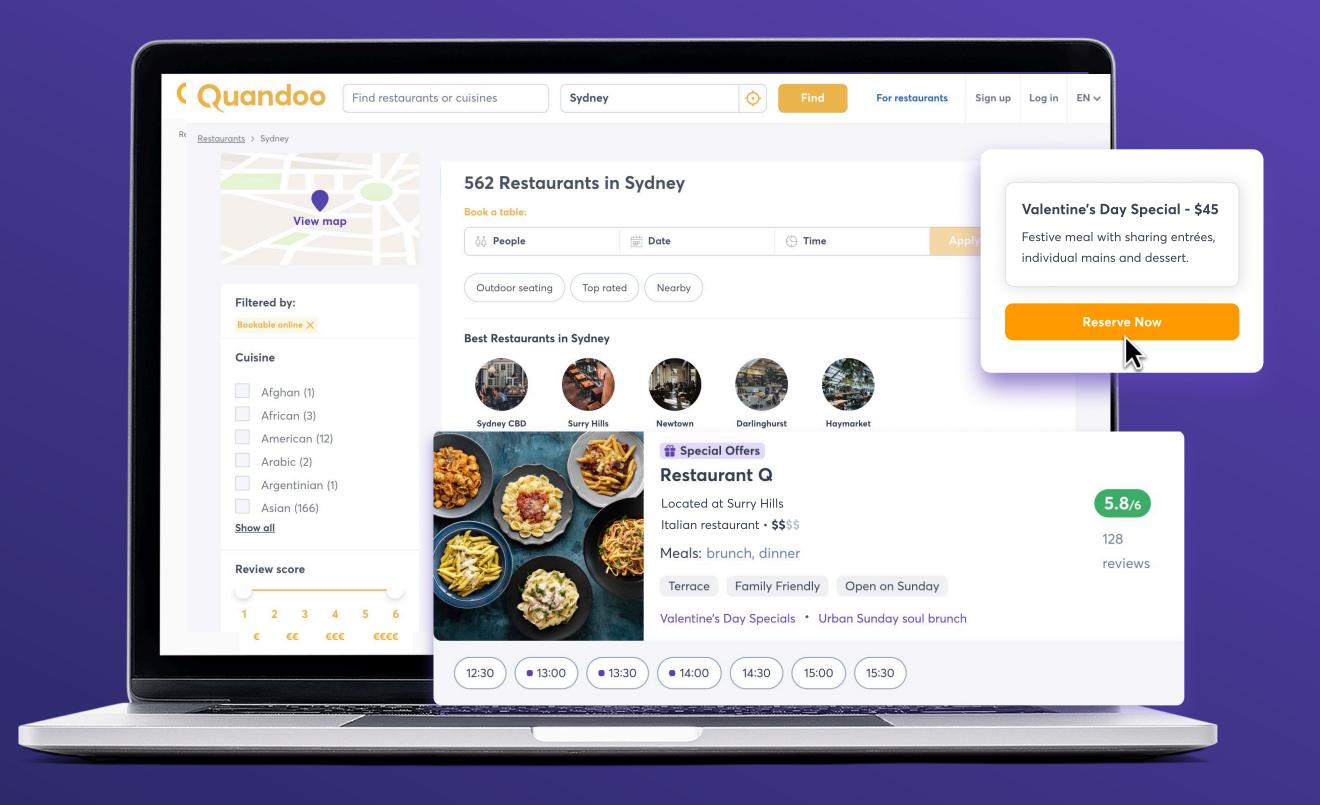
Now that you've mapped out your promotional strategy for the year, it's time to put your plan into action.

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?

<u>Sign up</u> 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>.

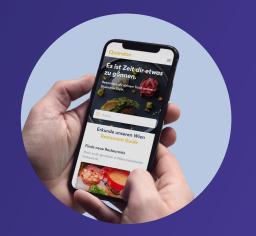


Seated over
400 million diners
via online reservations



Present in

11 countries
across Europe & APAC



Powers

16,000+ restaurants
to become
bookable online