


Stampede

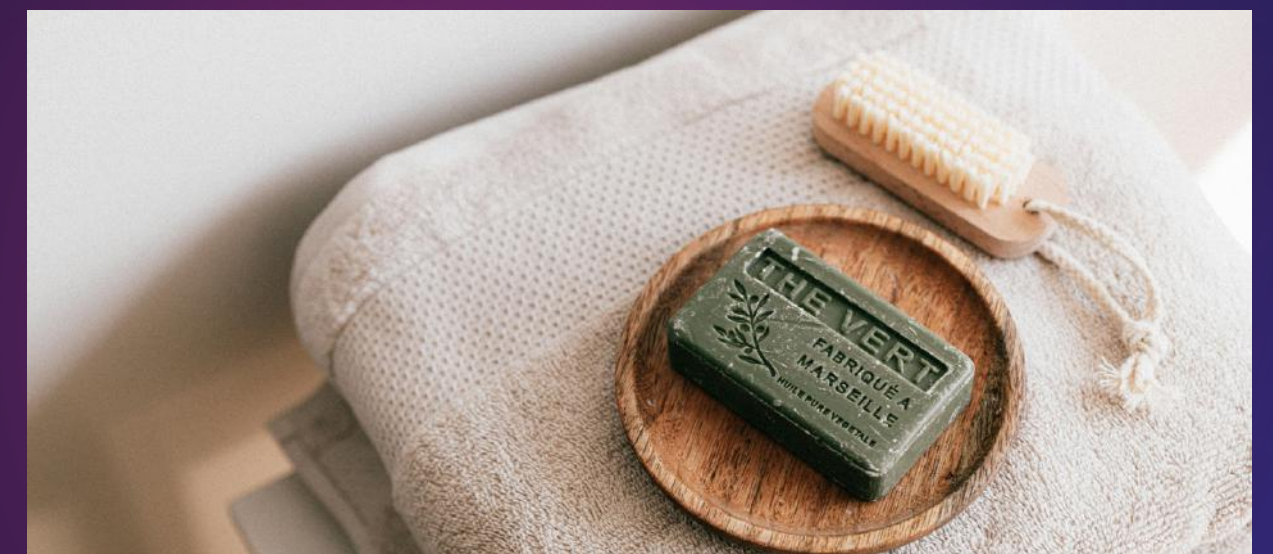
August &
September
Content

HOSPITALITY MARKETING CALENDAR



AUGUST 2025

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				01  International Beer Day Beer Tasting Event: Host a local brewery collaboration night.	02	03
04  Bank Holiday (Sco) Family-Friendly Brunch: Kids eat free, games available, or live music.	05	06	07	08  Get To Know Your Customer Data Gathering: Run a survey (email or in-venue QR code) to learn guest preferences.	09	10
11  Afternoon Tea Week Loyalty: Buy 2 teas, get the 3rd free during the week.	12	13  Prosecco Day Email Campaign: Subject line “Pop the Bubbly – Your Free Glass Awaits 🍾”	14  Relaxation Day Gift Vouchers: Promote relaxing gift experiences.	15	16  Afternoon Tea Week Launch a special scone range just for Afternoon Tea Week	17
18	19	20	21  Festival Season Reading and Leeds; Creamfields; Greenwich + Docklands; Notting Hill.	22	23  Sponge Cake Day Video Content: Behind-the-scenes of your pastry chef making a signature cake.	24  Sunday Offer Add-on Upsell: Free dessert or drink with two-course order.
25  Bank Holiday (Eng) Hotel Late Checkout Bonus: “Bank Holiday lie-in” for extended checkouts.	26	27  Share Customer Feedback Feedback Incentive: 10% off for leaving a positive review.	28  Burger Day Secret Menu: Include a “hidden” burger only available via social code.	29	30	31  Eat Outside Day Terrace Dining: Promote outdoor spaces with booking incentives.



**AUGUST
IDEAS**

Stampede

Bring back 5x more guests

Guest Experience Platform for Hospitality Operators

- ✓ Effortlessly capture customer data with Guest Wi-Fi.
- ✓ Save time and boost engagement with automated email campaigns.
- ✓ Build lasting customer loyalty and drive higher revenue.
- ✓ Collect more reviews and enhance your online reputation.
- ✓ Boost table bookings and maximise venue potential, with less effort.

[BOOK A DEMO](#)



A user profile card for Laura, showing 8 visits. It includes a star rating of 4.5, positive sentiment, and a Google source. A 'Football fan' tag is present, and a 'Send Campaign' button is at the bottom.

Laura
8 visits

Reviews 4.5 Sentiment Positive Source Google

Football fan

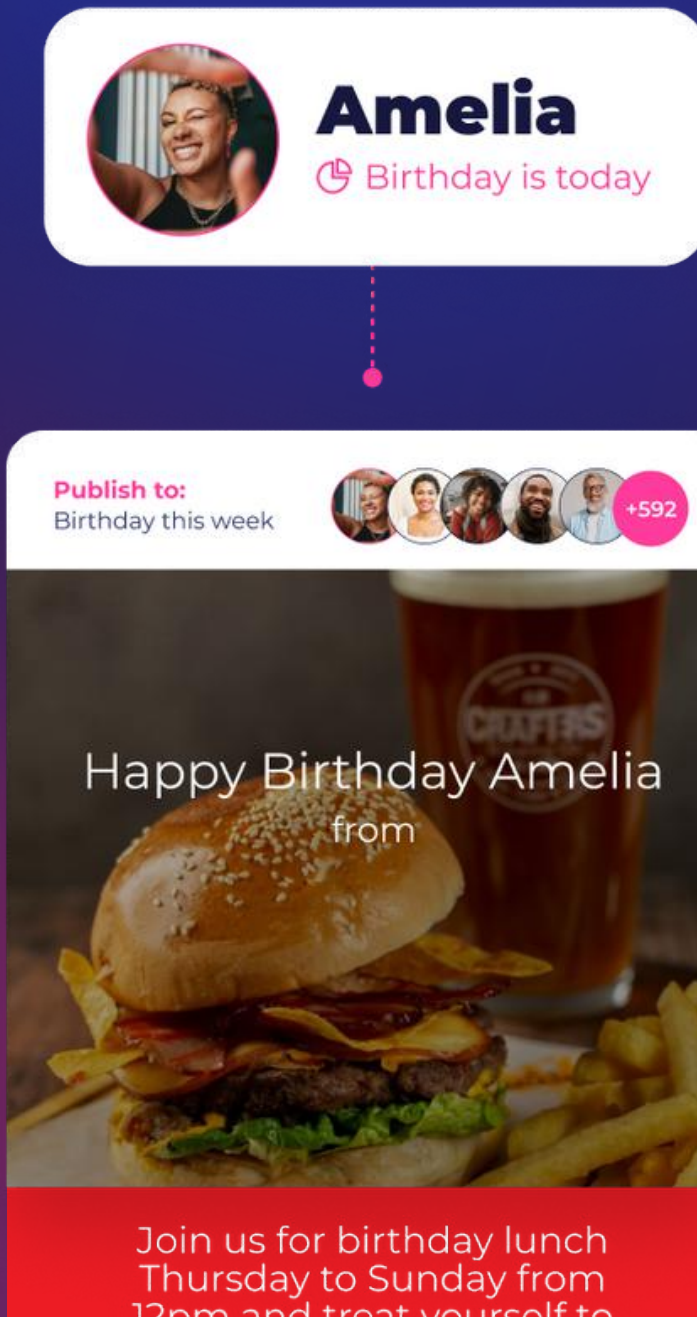
Send Campaign



An email campaign preview titled 'EUROS with Mangial' featuring a photo of football fans celebrating. The header shows it is published to 'Football fans' with 13,782 recipients.

Publish to: Football fans +13,782

EUROS with Mangial



An email campaign preview for Amelia's birthday. The header shows it is published to 'Birthday this week' with 592 recipients. The main image shows a burger and fries with the text 'Happy Birthday Amelia from'. The footer text reads: 'Join us for birthday lunch Thursday to Sunday from 12pm and treat yourself to'.

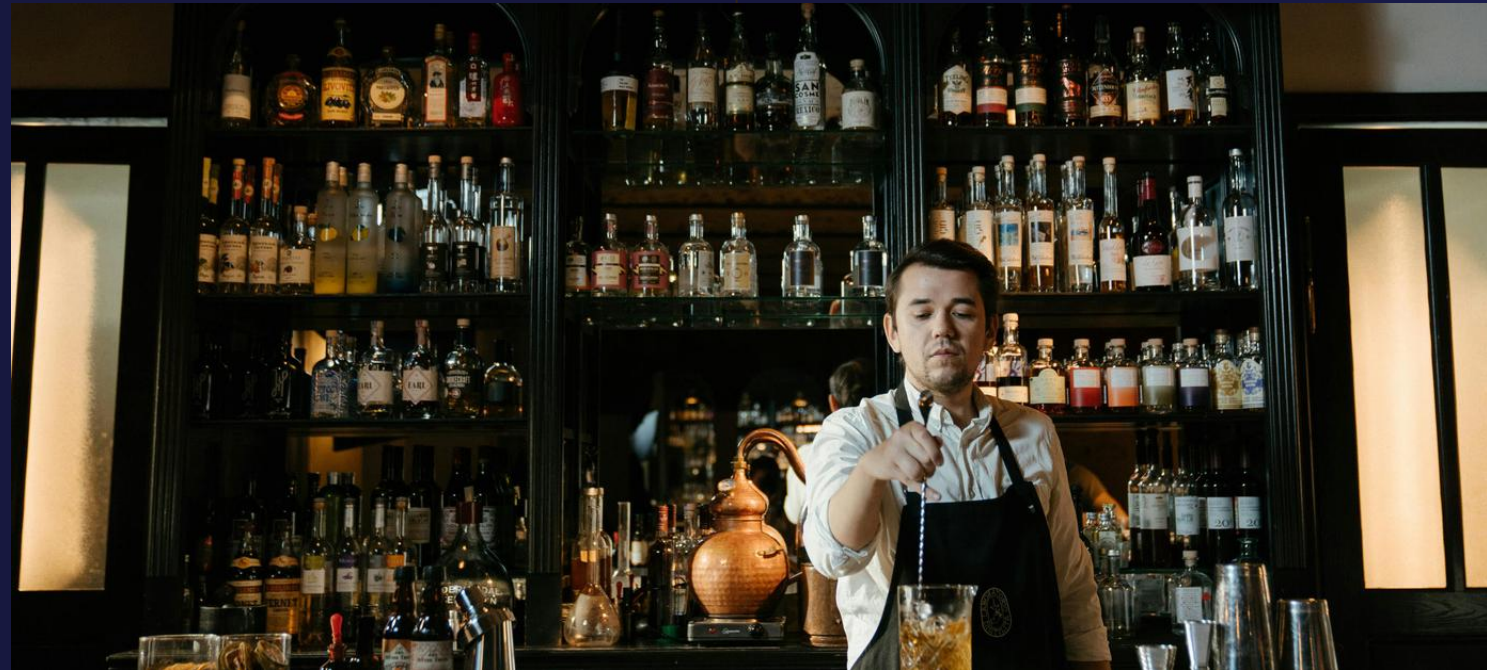
Publish to: Birthday this week +592

Happy Birthday Amelia from

Join us for birthday lunch Thursday to Sunday from 12pm and treat yourself to

SEPTEMBER 2025

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
01  Sourdough September Loyalty Card: "Sourdough Lovers Card" – 5 stamps gets a free loaf.	02  World Coconut Day Coconut Cocktails: Piña coladas, coconut espresso martinis, or mocktails.	03	04  Eat an Extra Dessert Day Mini Dessert Platter: Allow guests to sample 3 mini versions.	05	06  Fish and Chip Day Takeaway Box Offer: Classic fish & chips deal for grab-and-go customers.	07
08	09	10	11  Cask Ale Week Prep Email: Let your customers know what's happening during Cask Ale Week.	12	13	14
15	16  Sourdough September Bread & Butter Board: Feature fresh sourdough with specialty butters or oils.	17	18  CASK ALE -WEEK- 18 - 28 SEP 2025	19 	20 	21 
22   Behind the Bar Behind-the-Scenes Reels: Film staff pulling pints, prepping garnishes.	23 	24   Meet the Brewers Tap Takeover: Feature 4–6 ales from one brewery.	25   Eat An Apple Day Apple-Inspired Menu Item: Apple crumble cocktail or pork & apple special.	26   British Food Fortnight Cooking Demo or Pairing Event: Dinner with local cider, ale, or cheese pairings.	27   World Tourism Day Email Campaign: "Explore [Your Town] – And Start with a Local Favorite!"	28 
29	30					



**SEPTEMBER
IDEAS**

Stampede

“Stampede is an unrivalled tool in the hospitality industry. It not only improves customer experience and marketing but enhances operational efficiency.”



Hannah Morgan

Head of Marketing, Great British Inns

Get Started

