



# 2026 Chinese Festive Calendar

Win Big with Quarterly Spotlight Events & Planning Prompts!

- Travel
- Gift
- E-Commerce

iClick Interactive Asia Limited



iClick Interactive  
 (852) 3700 9000  
 sales\_hk@i-click.com  
 www.i-Click.com

## Q1 Chinese New Year

The biggest gifting and outbound travel season of the year! In 2025 CNY, 3.78 million Chinese traveled outbound with bookings rose 30% YoY on Trip.com.

### Planning Prompts

Start as early as Q4. Position campaigns around family reunions, overseas travel, and premium gifting.

### JAN

| S  | M  | T  | W  | TH | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    | 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 New Year's Day 元旦

### FEB

| S  | M  | T  | W  | TH | F  | S  |
|----|----|----|----|----|----|----|
| 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 |

14 Valentine's Day 情人节  
 16-22 Chinese New Year 春节

### MAR

| S  | M  | T  | W  | TH | F  | S  |
|----|----|----|----|----|----|----|
| 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 |    |    |    |    |

3 Lantern Festival 元宵  
 8 Int'l Women's Day 三八妇女节

## Q2 618 Shopping Festival

China's mid-year shopping festival, with RMB 8.5T GMV in 2025 and strong gains from social commerce platforms.

### Planning Prompts

Use Women's Day and 520 Day to test creative. Scale up big in June with strong storytelling and deals.

### APR

| S  | M  | T  | W  | TH | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    | 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 |    |    |

5 Qingming Festival 清明节

### MAY

| S  | M  | T  | W  | TH | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    |    | 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 Labor Day Golden Week 劳动节黄金周  
 10 Mother's Day 母亲节  
 20 520 Day 520网路情人节

### JUN

| S  | M  | T  | W  | TH | F  | S  |
|----|----|----|----|----|----|----|
|    | 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 Children's Day 儿童节  
 18 618 Shopping Fest 618购物节  
 19 Dragon Boat Festival 端午节  
 21 Father's Day 父亲节

## Q3 Summer Holiday

Family and student travel at its peak. International bookings jumped 150% YoY, nearing pre-pandemic levels.

### Planning Prompts

Target family units, Gen Z travelers, and promote niche destinations with high visual appeal.

### JUL

| S  | M  | T  | W  | TH | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    | 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 |    |

7.1-8.31 Summer Holiday 暑假

### AUG

| S  | M  | T  | W  | TH | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    |    |    | 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 |    |    |    |    |    |

19 Qixi Festival 七夕

### SEP

| S  | M  | T  | W  | TH | F  | S  |
|----|----|----|----|----|----|----|
|    |    | 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 |    |    |    |

25 Mid Autumn Festival 中秋节

## Q4 Double 11 Shopping Festival

The world's largest shopping extravaganza, with total sales RMB 1.44T in 2024 (+26.6% YoY).

### Planning Prompts

Go bold with flash sales, livestreaming, and deep discounts. Warm up via National Day and Mid-Autumn activations.

### OCT

| S  | M  | T  | W  | TH | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    | 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 National Day Golden Week 国庆黄金周  
 18 Double Ninth Festival 重阳节

### NOV

| S  | M  | T  | W  | TH | F  | S  |
|----|----|----|----|----|----|----|
| 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 |    |    |    |    |    |

11 Double 11 Shopping Fest 双11购物节  
 27 Black Friday 黑色星期五

### DEC

| S  | M  | T  | W  | TH | F  | S  |
|----|----|----|----|----|----|----|
|    |    | 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 |    |    |

12 Double 12 Shopping Fest 双12购物节  
 25 Christmas 圣诞节

# Plan Ahead!

## Tips for Planning Your Campaign

### Campaign Timing Matters



Start early! Major festivals like Chinese New Year and Double 11 need 4-6 weeks of lead time to build momentum and stand out.

### Multi-Phase Campaigns Work



Engage across phases — teasers, pre-sales, and last calls — to build anticipation and boost conversions.



Use smaller dates like International Women's Day to test new strategies before the major 618 and Double 11 events.

### Gifting Etiquette Tip



During key moments like Chinese New Year, Qixi, Mother's Day, and Mid-Autumn Festival, consumers are drawn to meaningful storytelling and elevated packaging, not just products.

**Chat with us to harness the Chinese Festive Calendar for year-round success!**

iClick Interactive Asia Limited




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# Stay Top of Mind!

## Key Digital Platforms to Watch

### E-Commerce

All vital for peak season conversions

天猫 Tmall.com



### Travel

Capture high-intent holiday travelers

Trip.com Group  
携程集团



### Social & Gifting

Perfect for driving KOLs recommendations and storytelling gifting



**TIP**

Short video and social commerce are driving discovery and impulse buys, especially around gifting dates and mega events like 618 and Double 11.

Disclaimer: Public Holidays are subject to official announcement.