

Example: a web shop shipping to four countries

A fictional shop selling home goods from Belgium to the Netherlands, the UK and Germany, fourth quarter of 2026. Holidays were already in the template; the shop filled in the rest.

Week	Holiday or moment	Channel	Topic	Status
40 28 Sep	German Unity Day (3 Oct): DE	Newsletter	German Unity Day on Saturday 3 October: German orders ship on Monday	Posted
41 5 Oct	Autumn	Instagram	New autumn collection, one post per country in its language	Posted
42 12 Oct	Behind the scenes	Instagram	Packing an order for four countries	Scheduled
43 19 Oct	Sinterklaas	Web shop	Gift guide for the Netherlands and Belgium, last order days per country	In production
44 26 Oct	All Saints' Day (1 Nov): BE	Newsletter	Gift guide, one version per language	Scheduled
45 2 Nov	Gifts	Instagram	Five gifts under EUR 25 that ship to all four countries	Scheduled
46 9 Nov	Armistice Day (11 Nov): BE	Web shop	Belgium: customer service closed on Wednesday 11 November	Scheduled
47 16 Nov	Black Friday	Newsletter	No discount, free gift wrapping: our answer to Black Friday	Idea
48 23 Nov	Black Friday (27 Nov)	Instagram	Free gift wrapping all week	Idea
49 30 Nov	Cyber Monday (30 Nov) Sinterklaas (NL) (5 Dec) Sinterklaas (BE), Nikolaustag (DE) (6 Dec)	Instagram	5 December in the Netherlands, 6 December in Belgium and Germany	Idea
50 7 Dec	Christmas	Newsletter	Last order day per country for delivery before Christmas	Idea
51 14 Dec	Christmas	Instagram	A day in the warehouse in December	Idea
52 21 Dec	Christmas (25 Dec): BE NL UK DE Second Christmas Day (26 Dec): NL DE	Web shop	Closed on 25 December in all four countries, also on 26 December in the Netherlands and Germany	Idea
53 28 Dec	Boxing Day (substitute) (28 Dec): UK New Year (1 Jan): BE NL UK DE New Year's Eve (31 Dec)	Newsletter	UK bank holiday on 28 December, UK deliveries resume on 29 December. Happy New Year	Idea

2026 at a glance

Public holidays of Belgium, the Netherlands, the United Kingdom (England and Wales) and Germany (nationwide) are already in. Template by VBS Marketing, vbsmarketing.eu

Month	Belgium	Netherlands	United Kingdom	Germany
January	New Year (1)	New Year (1)	New Year's Day (1)	New Year (1)
February				
March				
April	Easter Monday (6)	Good Friday (3), Easter Sunday (5), Easter Monday (6), King's Day (27)	Good Friday (3), Easter Monday (6)	Good Friday (3), Easter Monday (6)
May	Labour Day (1), Ascension Day (14), Whit Monday (25)	Liberation Day (5), Ascension Day (14), Whit Sunday (24), Whit Monday (25)	Early May bank holiday (4), Spring bank holiday (25)	Labour Day (1), Ascension Day (14), Whit Monday (25)
June				
July	National Day (21)			
August	Assumption Day (15)		Summer bank holiday (31)	
September				
October				German Unity Day (3)
November	All Saints' Day (1), Armistice Day (11)			
December	Christmas (25)	Christmas (25), Second Christmas Day (26)	Christmas Day (25), Boxing Day (substitute) (28)	Christmas (25), Second Christmas Day (26)

2027 at a glance

Public holidays of Belgium, the Netherlands, the United Kingdom (England and Wales) and Germany (nationwide) are already in. Template by VBS Marketing, vbsmarketing.eu

Month	Belgium	Netherlands	United Kingdom	Germany
January	New Year (1)	New Year (1)	New Year's Day (1)	New Year (1)
February				
March	Easter Monday (29)	Good Friday (26), Easter Sunday (28), Easter Monday (29)	Good Friday (26), Easter Monday (29)	Good Friday (26), Easter Monday (29)
April		King's Day (27)		
May	Labour Day (1), Ascension Day (6), Whit Monday (17)	Liberation Day (5), Ascension Day (6), Whit Sunday (16), Whit Monday (17)	Early May bank holiday (3), Spring bank holiday (31)	Labour Day (1), Ascension Day (6), Whit Monday (17)
June				
July	National Day (21)			
August	Assumption Day (15)		Summer bank holiday (30)	
September				
October				German Unity Day (3)
November	All Saints' Day (1), Armistice Day (11)			
December	Christmas (25)	Christmas (25), Second Christmas Day (26)	Christmas Day (substitute) (27), Boxing Day (substitute) (28)	Christmas (25), Second Christmas Day (26)