

MAVIENTO MEDIA

# 2026 CONTENT CALENDAR

*For the Travel & Hospitality Industry*

# STRATEGY OVERVIEW

Marketing in the travel industry is not just about pretty pictures. It is about moments that make people want to pack their bags.

This content calendar is designed to help you stay consistent, relevant and inspired all year round. Whether you are a cosy B&B, a luxury lodge or a local getaway spot, every post is a chance to tell your story, show your space and remind travellers why South Africa should be their next adventure.



Each month highlights key local dates, themes and opportunities. From public holidays to proudly South African celebrations like Milk tart Day and Tourism Month. You will also find ideas that help you balance promotion with engagement so your feed feels authentic, not salesy.

Use this calendar as a guide, not a rulebook. Adapt it to your brand, your voice and your audience. At Mavinto Media, we believe in marketing with intention, even when we are intentionally winging it.

So grab your coffee, open Canva and let us make your travel brand the destination everyone is talking about.

*Inspire wanderlust one post at a time*

# ENGAGEMENT AND ANALYTICS

## Engagement Metrics



Track likes, comments, shares, and saves to gauge audience interaction

## Follower Growth



Monitor how your follower count changes over time

## Conversion Rates



Measure how well your social media efforts translate into sales or other key actions.



# CONTENT PLANNER GUIDE



Public Holidays



Special Days



Public School Holidays



Long Weekends


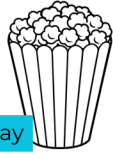
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# JANUARY

**THEME: New Year, New Horizons – Start Your Year on a good note!**

Inspire guests to plan their next stay and showcase what makes your property unique, from relaxing retreats to exciting experiences.

**Top Tip:** Promote Valentine's Day Getaway now







SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	1  New Year's Day	2	3
4	5	6	7	8	9	10
11	12	13	14 Public Schools Open	15	16	17
18	19  National Popcorn Day	20	21	22	23	24
25	26	27	28	29	30	31

NOTES:

# FEBRUARY

## THEME: Escape Together – Romance Awaits

Highlight your property as the perfect romantic getaway and showcase experiences that couples will love. Inspire guests to escape together and create memorable moments.

SUN	MON	TUE	WED	THU	FRI	SAT
1	2 World Wetlands Day 	3	4 World Cancer Day 	5	6	7
8	9	10	11	12	13 World Radio Day 	14 Valentine's Day 
15	16	17	18 National Drink Wine Day 	19	20	21 International Mother Language Day
22	23	24	25	26	27 National Milk Tart Day 	28
1	2	3	4	5	6	7






NOTES:

# MARCH

## THEME: March Into Nature

Celebrate the outdoors and inspire guests to connect with nature. Showcase experiences, views, and activities that make your property a natural escape.

**Top Tip:** Promote Easter Weekend & School Holiday Last Minute Bookings





SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3  World Wildlife Day	4	5	6	7
8 International Women's Day 	9	10	11	12	13	14
15	16	17 St Patrick's Day 	18	19	20	21 Human Rights Day
22 World Water Day 	23	24	25 National Waffle Day 	26	27 Public School Holidays Starts	28
29	30	31	1	2	3	4

NOTES:

# APRIL

## THEME: Unpack the Fun – Family Holidays Made Easy

Showcase your property as the perfect family getaway. Highlight activities, amenities, and experiences that make holidays fun and stress-free for all ages.






SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1	2	3 <i>Easter</i> Good Friday	4 
5 	6 Family Day	7	8 Public Schools Open	9	10	11
12	13	14	15	16	17	18
19	20	21	22 World Earth Day 	23 World Book Day 	24	25 <i>Long Weekend</i>
26	27 Freedom Day	28	29	30	1	2

NOTES:

# MAY

## THEME: Time to Recharge – Treat Mom (and Yourself!)




Highlight relaxing experiences and special treats for moms and guests alike. Showcase how your property offers the perfect opportunity to recharge and unwind.

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	1 Worker's Day 	2
3	4	5	6	7	8	9
10 Mother's Day 	11	12	13	14	15	16 World Whisky Day 
17	18	19	20	21 International Tea Day 	22	23
24	25 Africa Day 	26	27	28 International Hamburger Day	29	30
31	NOTES:					

# JUNE

## THEME: Cozy Comforts – Winter Getaways You'll Love

Showcase your property as the perfect winter escape. Highlight cozy comforts, warm experiences, and mid-year breaks that guests will love.





SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2	3	4	5 National Doughnut Day 	6
7	8	9	10	11	12	13
14	15	16 Youth Day 	17	18	19	20
21  Father's Day	22	23	24	25	26 <i>Public School Holidays Starts</i>	27
28	29	30	1	2	3	4

NOTES:

# JULY

## THEME: Proudly Local – Travel South Africa This Winter

Celebrate local travel and showcase what makes your property uniquely South African. Highlight nearby gems, cultural experiences, and ways guests can connect with the community.




SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	1	2	3	4
5	6	7 World Chocolate Day 	8	9	10	11
12	13	14	15	16	17	18 Nelson Mandela Day
19	20 World Chess Day 	21 Public Schools Open	22	23	24	25
26	27	28 World Nature Conservation Day 	29	30 World Friendship Day 	31	1

NOTES:

# AUGUST

## THEME: Here's to Her – Celebrate Women






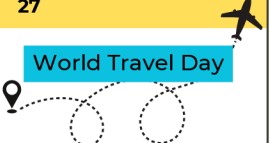
Celebrate women by showcasing experiences and getaways designed for relaxation, wellness, and fun. Highlight your property as the perfect spot for girls' trips and women's weekends.

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	1
2	3	4 <i>Giveaway</i>	5	6	7 International Beer Day 	8 <i>Long Weekend</i>
9 National Women's Day 	10 National Women's Day Observed	11	12	13	14	15
16	17	18	19 World Photography Day 	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

# SEPTEMBER

## THEME: Spring into Heritage Month | SA Travel month

Celebrate the fresh season by showcasing spring landscapes, local heritage experiences, and nearby events. Highlight your property as the perfect base for exploring and enjoying the season.








SUN	MON	TUE	WED	THU	FRI	SAT
30	31	1 Spring Day World Beach Day 	2	3	4	5
6	7	8	9 National Biltong Day	10	11	12
13 Grandparents Day 	14	15	16	17	18	19 International Coastal Clean-up Day 
20	21	22 World Rhino Day 	23 Public School Holidays Starts	24 Heritage Day 	25	26
27 World Travel Day 	28	29	30	1	2	3

NOTES:

# OCTOBER

## THEME: School Holiday & End of Year Breaks

Promote mid-term breaks, outdoor activities, escape to nature this spring. Push shoulder-season specials for families and nature-lovers. Last breather before the silly season starts


SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	1 International Coffee Day 	2	3
4	5 World Teacher Day 	6 Public Schools Open	7	8	9 International Beer & Pizza Day 	10 World Mental Health Day 
11 World Migratory Bird Day 	12	13	14	15	16 World Food Day	17
18	19	20	21	22	23	24
25 World Pasta Day 	26	27	28	29	30	31 Halloween 

NOTES:

# NOVEMBER

## THEME: Get Set for Summer – Big Savings Await

Promote early festive bookings and special offers. Highlight your property as the ideal spot for group trips, year-end events, and promote your Black Friday deals.




SUN	MON	TUE	WED	THU	FRI	SAT
1 World Vegan 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 International Cake Day 	27 Black Friday	28
29	30	1	2	3	4	5

NOTES:

# DECEMBER

## THEME: Festive Getaways – End the Year in Style!

Showcase your property as the perfect festive escape. Highlight Christmas and New Year experiences, family reunions, and inspire guests to plan ahead for January 2027.

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	1	2	3	4	5
6	7	8	9	10	11 <i>Public School Holidays Starts</i>	12
13	14	15	16 Day of Reconciliation	17	18	19
20	21	22	23	24 Christmas Eve 	25 Christmas Day 	26 Day of Goodwill
27	28	29	30 New Year's Eve 	1	2	3

NOTES:

# NEED A HAND?

If you'd rather focus on your guests while we grow your bookings,  
we offer a Done-For-You Travel Marketing Service.

[info@maviento.com](mailto:info@maviento.com) | [www.maviento.com](http://www.maviento.com)