

2018 Japanese Promotional Calendar from January to March

January			February			March		
1	Mon	New Year's Day	1	Thu		1	Thu	
2	Tue		2	Fri		2	Fri	
3	Wed		3	Sat	Setsubun (the evening of the first day of spring)	3	Sat	Hinamatsuri (The Doll's Festival)
4	Thu		4	Sun		4	Sun	
5	Fri		5	Mon		5	Mon	
6	Sat		6	Tue		6	Tue	
7	Sun	Feast of the Seven Herbs of Health	7	Wed		7	Wed	
8	Mon	Coming - of - Age Day	8	Thu		8	Thu	
9	Tue		9	Fri		9	Fri	
10	Wed		10	Sat		10	Sat	
11	Thu		11	Sun	Commemoration of the Fouding of the Nation	11	Sun	
12	Fri		12	Mon	Substitute Holiday	12	Mon	
13	Sat		13	Tue		13	Tue	
14	Sun		14	Wed	Valentine's day	14	Wed	White Day
15	Mon	Small new year (Ko shogatsu)	15	Thu		15	Thu	
16	Tue		16	Fri		16	Fri	
17	Wed		17	Sat		17	Sat	
18	Thu		18	Sun		18	Sun	
19	Fri		19	Mon		19	Mon	
20	Sat		20	Tue		20	Tue	
21	Sun		21	Wed		21	Wed	Vernal Equinox Day
22	Mon		22	Thu		22	Thu	
23	Tue		23	Fri		23	Fri	
24	Wed		24	Sat		24	Sat	
25	Thu		25	Sun		25	Sun	
26	Fri		26	Mon		26	Mon	
27	Sat		27	Tue		27	Tue	
28	Sun		28	Wed		28	Wed	
29	Mon					29	Thu	
30	Tue					30	Fri	Japanese Professional Baseball season begin
31	Wed					31	Sat	

What do these events mean in Japan?

January	February	March
<p>Luchy Bags (福袋 Fukubukuro)</p> <p>Fukubukuro ("lucky bag", "mystery bag") is filled with unknown random items and sold at cheaper price than list price of the items contained within. More customers pre-order online for the Lucky bags nowadays, so search queries such as "fashion Fukubukuro" surges around new year's days. Bidding on those phrases is highly recommended if you have lucky bags!</p>	<p>Valentine's day</p> <p>Valentine's day is mainly for women in Japan. They give chocolate gifts (either store-bought or handmade) usually to men as an expression of love, courtesy, or as social obligation. This is such a big day for the women planning to tell her love to somebody! They wear nice dress and get gifts for him and needless to say, they do research online. Search queries such as "Valentine's day gift" increase.</p>	<p>The Doll's Festival (ひな祭り Hinamatsuri)</p> <p>Families with girls throw a party and invite their grandparents on Hinamatsuri day. They pray for girls' safety and give gifts to the girls. Search queries related to girls' present increase.</p>
<p>Coming - of - Age Day (成人の日 Seijin no Hi)</p> <p>Coming-of-Age Day is a public holiday held on the second Monday of January to congratulate all those who have reached the age of majority (20 years old) over the past year. Festivities include coming of age ceremonies held at local and prefectural offices. Girls attending the festivities search for Japanese-dress (kimono), false nails and cosmetics online to prepare for the event.</p>		<p>White Day</p> <p>White Day is a day that is marked in many Asian contries on 14th March, one month after Valentine's Day. On White Day, men who received chocolates on Valentine's Day return the favor by giving gifts. Men buy expensive gifts for their girlfriends. Before this event, they will research the presents. Search terms such as "White Day present" increase.</p>