

2018 Japanese Promotional Calendar from April to June

April			May			June		
1	Sun	April Fool	1	Tue		1	Fri	A seasonal change of clothes/clothing
2	Mon	Company orientation	2	Wed		2	Sat	
3	Tue		3	Thu	Constitution Day	3	Sun	
4	Wed		4	Fri	Greenery Day	4	Mon	
5	Thu		5	Sat	Children's Day / Boys' Festival	5	Tue	
6	Fri		6	Sun		6	Wed	
7	Sat	Cherry Blossom Viewing Party	7	Mon		7	Thu	
8	Sun		8	Tue		8	Fri	
9	Mon		9	Wed		9	Sat	
10	Tue		10	Thu		10	Sun	
11	Wed		11	Fri		11	Mon	
12	Thu		12	Sat		12	Tue	
13	Fri		13	Sun	Mother's Day	13	Wed	
14	Sat		14	Mon		14	Thu	
15	Sun		15	Tue		15	Fri	
16	Mon		16	Wed		16	Sat	
17	Tue		17	Thu		17	Sun	Father's Day
18	Wed		18	Fri		18	Mon	
19	Thu		19	Sat		19	Tue	
20	Fri		20	Sun		20	Wed	
21	Sat		21	Mon		21	Thu	
22	Sun		22	Tue		22	Fri	
23	Mon		23	Wed		23	Sat	
24	Tue		24	Thu		24	Sun	
25	Wed		25	Fri		25	Mon	
26	Thu		26	Sat		26	Tue	
27	Fri		27	Sun		27	Wed	
28	Sat		28	Mon		28	Thu	
29	Sun	Showa Day	29	Tue		29	Fri	
30	Mon	Substitute national holiday	30	Wed		30	Sat	
			31	Thu				

What do these events mean in Japan?		
April	May	June
<p>Company orientation</p> <p>The new academic/business year starts! There are many welcome parties for people joining new companies. New employees are often searching for new clothes, with search queries such as "Party Dress", "Formal Suit" etc, seeing a surge around April. Bidding on these phrases is highly recommended for companies in these markets.</p>	<p>Mother's day</p> <p>Mother's Day is an annual holiday celebrated on the second Sunday in May. Children will send their mothers a bouquet of Carnations, the traditional present for this day.</p> <p>It is a good opportunity for children to thank their mothers. Search queries such as "Mother's day gifts" increase.</p>	<p>Rainy Season (Tsuyu)</p> <p>Tsuyu (梅雨) as it is pronounced in Japanese, is the heavy rainy season. For this reason as people are spending time indoors, Internet activity increases significantly. Clothing companies will want to target, outerwear and waterproof clothing during this period.</p>
<p>'Golden Week' is coming!</p> <p>This is the most important season for the travel industry. For Japanese employees it is often hard to take long holidays. For this reason Japanese people tend to take their holidays in periods with a high number of national holidays. One of the most important periods begins at the end of April and is called 'Golden Week'. Most companies close for this period and many employees take vacations. Clients in the travel industry should target this period.</p>		<p>Father's Day</p> <p>Father's Day is held on the third Sunday of June. Fathers are famously very hard to shop for and search terms such as "Father's day present ideas" increase.</p>