

Summer Calendar: Five Events Your Facility Should Be Harnessing

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The nation has football fever this summer, with the Three Lions aiming to go one step further than they managed at the 2024 European Championships and bring home the World Cup. It seems every bar, hotel, office or venue in Britain is doing some sort of World Cup promotion – so if your facility isn't, you might be missing out.

But with World Cup mania taking over, there are plenty of other big events flying well under the radar in the coming months. So, we spoke to the asset finance specialists at [Anglo Scottish Finance](#) to find out how UK facilities can make the most of the rest of summer.

The Summer of Sport

Okay, if you're not doing anything World Cup-related now, you might feel a little late to the party. But with this summer's tournament involving 48 teams for the first time ever, the 2026 edition is a longer tournament than ever, stretching out until the final on 19 July.

So, there's still time to jump on the bandwagon, provided that you're careful with how your event is branded. FIFA are known for being rather strict on non-official brand partners suggesting that they're affiliated with the World Cup, so check these brand guidelines to be safe.

The smartest facilities, however, are the ones packaging the World Cup with the other sporting events slated to take place later this summer. Wimbledon, the ICC Women's T20 World Cup, British Grand Prix and more can all be packaged into one epic summer of sport, helping establish your site as a leading destination for sport lovers by the time autumn rolls around.

International Beer Day (7 August)

For any facility with a bar, canteen or refreshment area, this one should be a no-brainer. The world's most popular alcoholic drink is celebrated every year on the first Friday of August (prime time for footfall), giving you a ready-made excuse to bring people through the doors.

Campaign marketing around 'giving the gift of beer' – i.e. buying your friends a drink – will be well-received, as will any novelty or limited-time beers that can only be purchased around International Beer Day.

In the spirit of the holiday, it's recommended that people step outside of their comfort zone and try something new – so check with suppliers if they have any 'exotic' brews for a short-term beer day promotion.

Pride Parties Pride is big business – and with pride events slated to take place up and down the country this summer, it's a great opportunity for your facility to take advantage of the additional footfall in your town or city.

The Pink Economy in the UK is huge, so this is your facility's chance to support a worthy cause while enjoying some additional promotion.

To be successful in harnessing Pride for facility benefits, it's important to create something genuine, with a legitimate connection to the local community. Charity or community elements are likely to be important.

A-Level Results Day (13 August)

An estimated 250,000 students will be collecting their grades across England, Wales and Northern Ireland on Thursday 13 August. For many, it'll be the biggest moment of their lives, deciding their university future and the years to come.

For your facility, that means a chance to capitalise with promotions targeted at students and their proud families. Parents across the country will be hoping to take their child out for a celebratory meal, while the nation's 18-year-olds will be partying long into the night.

Encourage students to show their results in exchange for a free drink or side dish. Maybe even a full meal, when full-paying adults are present – this is a great way to boost the number of people through the doors.

Perseid Meteor Shower (July/August)

Want something a little more outside of the box? The Perseid Meteor Shower is something that most facilities are likely to overlook, but it's a great way for hotels, overnight stays and rural sites to target couples.

The meteor shower will be active from 17 July to 24 August, but 11-14 August will be the peak. If your facility has a rooftop space away from light pollution, why not allow couples to book a romantic night under the stars? The shower can be seen easily with the human eye, so there's no need to invest in telescopes or any other expensive gear.

If you're struggling for inspiration this summer, here it is – your way to boost revenue and transform your

facility over the summer months.