

Holiday and season calendar

A month-by-month list of what to check on your site for South Florida holidays, tourist season and hurricane season.

South Florida has a rhythm: tourist season in the cooler months, a slower summer and hurricane season from June 1 to November 30. This calendar lists what to check on your site, month by month. Send us what changes about two or three weeks ahead.

When	What to check
January	New Year's hours. A fresh look at your hours, prices and photos
February	Valentine's Day offers, and busy tourist-season weekends. Photos from your best days
March	Spring break hours. Look ahead to Easter or Passover if you close for either
April	Easter or Passover, if it falls here. Back to regular hours
May	Mother's Day and Memorial Day hours. Hurricane season is almost here: send us a standing message
June	Hurricane season begins on June 1. Summer hours or a summer menu
July	Fourth of July hours. Slower weeks: a good time to update photos and menus
August	Back-to-school hours or offers. Check that your storm message is ready
September	Labor Day hours. Fall menu or services
October	Halloween hours or events. Storm watch continues until November 30
November	Thanksgiving hours. Early December planning for Art Basel week
December	Art Basel week, Christmas and New Year's hours. Tourist season begins to build

How to prepare each time

1. List every date you'll change, with the date and the hours.
2. Decide where to show it: a homepage banner, the Visit page, or both.
3. Update your Google profile yourself with special hours for the same dates.
4. Take the banner down when the day has passed.

Reminders from us

We send seasonal notes through the year, so you don't have to remember. If you want a reminder for a date we haven't mentioned, ask.

Good to know

- Changes to hours, banners and menus are small changes if they take about 30 minutes or less.
- A whole seasonal page, such as a holiday catering menu, may be a new page. See [Ask for a new page](#).
- We only publish dates and offers that come from you.

See also [Add holiday hours](#), [Get ready for hurricane season](#) and [Art Basel and tourist season](#).

Need a hand?

Email hello@zossoz.com with your business name, the page, and what you'd like done, and we'll take care of it. We reply within one business day. See [Request a change](#).

Related guides: [Add holiday hours](#) · [Get ready for hurricane season](#) · [Art Basel and tourist season](#) · [Update your hours](#)

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