# St George’s Day celebrations rise 46% as pubs lead revival

**Thursday 23 April, 2026**

# St George’s Day celebrations rise 46% as pubs lead revival

## 161 events listed for 2026, with London leading the rankings and campaigners renewing calls for a bank holiday

St George’s Day celebrations in England have risen by **46%** year on year, with **161** events listed for 2026 compared with 110 in 2025, according to figures from StGeorgesHoliday.com.

The biggest driver of growth is the English pub, with **64 pub and bar events** making it the largest single category of celebration. Festivals are the second most common event type with 31 listings, followed by 23 Morris dancing events, showing a mix of traditional and modern ways of marking England’s national day.

The figures also show strong regional momentum. Greater London leads the country with **29** events, followed by Essex with **13** and Kent with **12**.

While most events are concentrated around 23 April, the data suggests St George’s Day is increasingly becoming a wider celebration period, with events taking place across the surrounding week and weekend.

Graham Smith, Chairman of St George’s Holiday, said:

“More people than ever want to celebrate living in England with a positive, inclusive and shared experience. The growth in local events shows St George’s Day matters to people. Now it’s time to make 23 April an official bank holiday in England.”

St George’s Holiday says its long-term ambition is to grow the number of celebrations to 500 nationwide, meaning there would be an average of one St George’s Day event within six miles of everyone in England.

The group is also promoting Shakespeare Shout, a simple, low-cost community competition inviting towns and councils to perform a line from Shakespeare as part of their local celebrations.

## By the numbers

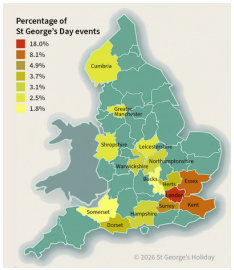
- **161** listed events in 2026
- **110** listed events in 2025
- **46%** year-on-year increase
- **64** pub/bar events
- **31** festivals
- **23** Morris dancing events
- **29** events in Greater London

## Notes to editors

- Data based on events listed on StGeorgesHoliday.com
- Figures correct at time of issue
- Additional events may still be added
- Interviews available with Graham Smith

## Media contact

### Media:






### Related Sectors:

Food & Drink :: Government :: Leisure & Hobbies :: Lifestyle & Relationships ::

### Related Keywords:

St George's Day :: England National Day :: St George's Day Events :: England Bank Holiday :: English Pubs :: UK Festivals :: Community Celebrations ::

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