

Sales in Europe

| | SUMMERSALES START | SUMMERSALES END | WINTERSALES START | WINTERSALES END | CURRENCY | VAT | SHOPS' OPENING HOURS | | | TOURIST INFORMATION | check OK |
|--------------------|--|------------------------|---|--------------------------|-----------------------|--|---|--|--|---|----------|
| | | | | | | | MON - FRI | SATUR DAY | SUN DAY | | |
| AUSTRIA | no set periods for sales. Usually from July till August | | no set periods for sales. Usually from January till February | | Euro | 20% | 09:00-19:30 | 09:00-18:00 | closed | www.austria-tourism.at | ok |
| BELGIUM | 01 July | 31 July | 3 January | 31 January | Euro | 21% | 09:30-18:30 | 09:30-18:30 | closed | www.visitbelgium.com | OK |
| CYPRUS | 1st Monday of August | 4th Saturday of August | 1st Monday of February | 4th Saturday of February | Cyprus pounds (CYP) | 15% | from 01/11-31/03 09:00-19:00 from 01/04-31/10 09:00-20:30 WED 09:00-14:00 | from 01/11-31-03 09:00-15:00 from 01/04-31/10 09:00-17:00 | Sunday: closed Exception: Opening Hours for Shops in Tourist Areas MON – SUN 09:00-22:00 | www.visitcyprus.org.cy | OK |
| CZECH REPUBLIC | no set periods for sales. | | no set periods for sales. Usually after Christmas. | | Czech crown (CZK) | 19% | 08:00-18:00 | 08:00-11:00 | closed | www.czechtourism.com | OK |
| DENMARK | beginning of June | end of August | 27th of December or beginning of February | end of February | Danish crown (DKR) | 25% | 10:00-18:00 | 10:00-14:00 | closed | www.visitdenmark.com | OK |
| ESTONIA | usually in the middle or at the end of the season | | | | Estonian Kroon (EEK) | 18% | 10:00-18:30 | 10:00-15:00 | closed | www.turismiweb.ee | OK |
| FINLAND | End of June | | Early February | | Euro | 22% | 09:00-17:00 | 09:00-14:00 | closed | www.visitfinland.fi | OK |
| FRANCE | 6 weeks decided by each French department by order of the Prefect. Usually June - July | | 6 weeks decided by each French department by order of the Prefect. Usually January - February | | Euro | 19,60% | 09:00-19:00 | 09:00-19:00 | closed | www.tourism.gouv.fr | OK |
| GERMANY | No set periods. Usually end of August/beginning of September | | No set periods. Usually end of January/beginning of February | | Euro | 16% (in 2007: 19%) | 09:00-19:00 | 09:00-19:00 | closed | www.germany-tourism.de | OK |
| GREECE | start first Monday after July 15th and last 6 weeks | | start first Monday after January 20th and last 5 weeks | | Euro | 19% | 09:00-20:00 | 09:00-21:00 | closed | www.eot.gr | OK |
| HUNGARY | no set periods for sales. | | | | Forint (HUF) | 20% | 10:00-18:00 shopping centres: till 20:00 | 10:00-18:00 shopping centres: till 20:00 | 10:00-14:00 | www.hungary.com | OK |
| ICELAND | No set periods for sales. Usually July. | | No set period for sales. Usually January. | | Icelandic Crown (ISK) | 24,5% with the exception of 14% for hotel rooms. 21% (children's clothes & shoes: 0%) | 10:00/11:00-18:30/19:00 shopping centres: until 21:00 on Thursdays | 10:00/11:00-18:00 | 13:00-17:00/18:00 | www.iceland.is | ok |
| IRELAND | No set periods for sales. Usually June to July | | No set periods for sales. Usually after Christmas until end of January | | Euro | | 09:30-18:00 | 09:30-18:00 | 12:00-18:00 | www.ireland.ie | OK |
| ITALY | sales are regulated by regions, usual starting around 7th of July, lasting about 30 days | | sales are regulated by regions, usual starting around 7th of January, lasting about 30 days | | Euro | 20% | 09:30-13:30/ 15:30-19:30 | 09:30-13:30/ 15:30-19:30 | closed | www.enit.it | OK |
| LATVIA | usually in the middle or at the end of the season | | | | Latvian lats (LVL) | 18% | 09:00-20:00 | 10:00-19:00 | 10:00-17:00 | www.latviatourism.lv | OK |
| LITHUANIA | no set periods for sales. Usually about Summer before Autumn | | no set periods for sales. Usually one month before Christmas | | Litas (LTL) | 18% | 10:00-19:00 | 10:00-15:00 | closed | www.tourism.lt | OK |
| LUXEMBURG | 1st Saturday of July | 15 days later | 1st Saturday of January | 15 days later | Euro | 15% | 09:00-18:00 | 09:00-18:00 | closed | www.lcto.lu | OK |
| MALTA | no set periods for sales. Can be throughout the year | | | | Maltese Lira | 18% | 09:00-13:00/ 16:00-19:00 | 09:00-13:00/ 16:00-19:00 | closed except in touristic areas during Summer | www.visitmalta.com | OK |
| THE NETHERLANDS | No set periods for sales. Usually August | | No set periods for sales. Usually January | | Euro | 19% | 09:00-18:00 | 09:00-17:00 | Closed, except in Rotterdam and Amsterdam city centre | www.holland.com | OK |
| NORWAY | No set periods for sales. | | No set periods for sales. Starts usually December 27th or in January | | Norwegian Crown (NOK) | 25% | 9:00/10:00 - 17:00 Shopping centres: 10:00-21:00/22:00 | 09:00 - 15:00/17:00 Shopping centres: 10:00 - 18:00 | Closed | www.visitnorway.com | OK |
| POLAND | 01 July | 12 August | 02 January | 13 February | Polish Zloty (PLN) | 22% | 11:00-19:00 Shopping centres: 10:00-22:00 | 10:00-15:00 Shopping centres: 10:00-22:00 | 10:00-20:00 (Shopping centres only) | http://www.poland-tourism.pl | OK |
| PORTUGAL | 7 August | 30 September | 7 January | 28 February | Euro | 21% | 09:30-13:00/ 15:00-19:00 | 10:00-13:00 | closed | www.visitportugal.com | OK |
| SLOVAKIA | no set periods for sales. Usually after summer season | | no set periods for sales. Usually after Christmas | | Slovak Crown (SKK) | 19% | 08:00-18:00 | 06:00-12:00 | closed | www.slovakiatourism.sk | OK |
| SLOVENIA | 3rd Monday in July | 3 weeks later | 2nd Monday in January | 3 weeks later | Slovene Tolar (SIT) | 20% | 08:00-18:00 | 08:00-18:00 | 09:00-13:00 | www.slovenia-tourisme.si | |
| SPAIN | 1st July - 31st August depending on autonomous community | | 7th January - beginning of March depending on autonomous community | | Euro | 16% | 09:30-13:30/ 17:00-20:30 | 09:30-13:30/ 17:00-20:30 | closed | www.tourspain.es | OK |
| SWEDEN | no set periods for sales. Normally July | | no set periods for sales. Normally just after Christmas | | Swedish Crown (SEK) | 25% | 10:00-18:00 | 10:00-14:00 | closed (except department stores) | www.visit-sweden.com | OK |
| THE UNITED KINGDOM | no set periods for sales. You can find them at most times of the year. | | | | Pound Sterling | 17,50% | 9:00/9:30 – 17:30 | 9:00/9:30 – 17:30 | 10:30-16:30 | www.visitbritain.com | OK |