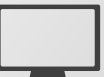


GIFT VOUCHER MARKETING

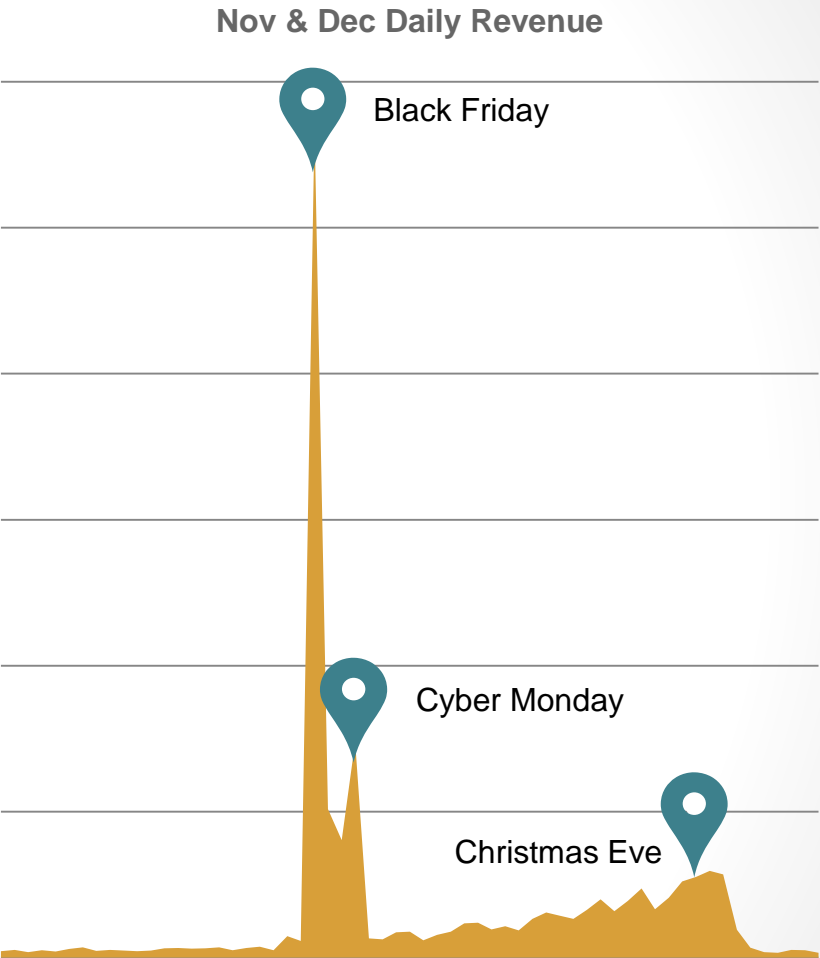
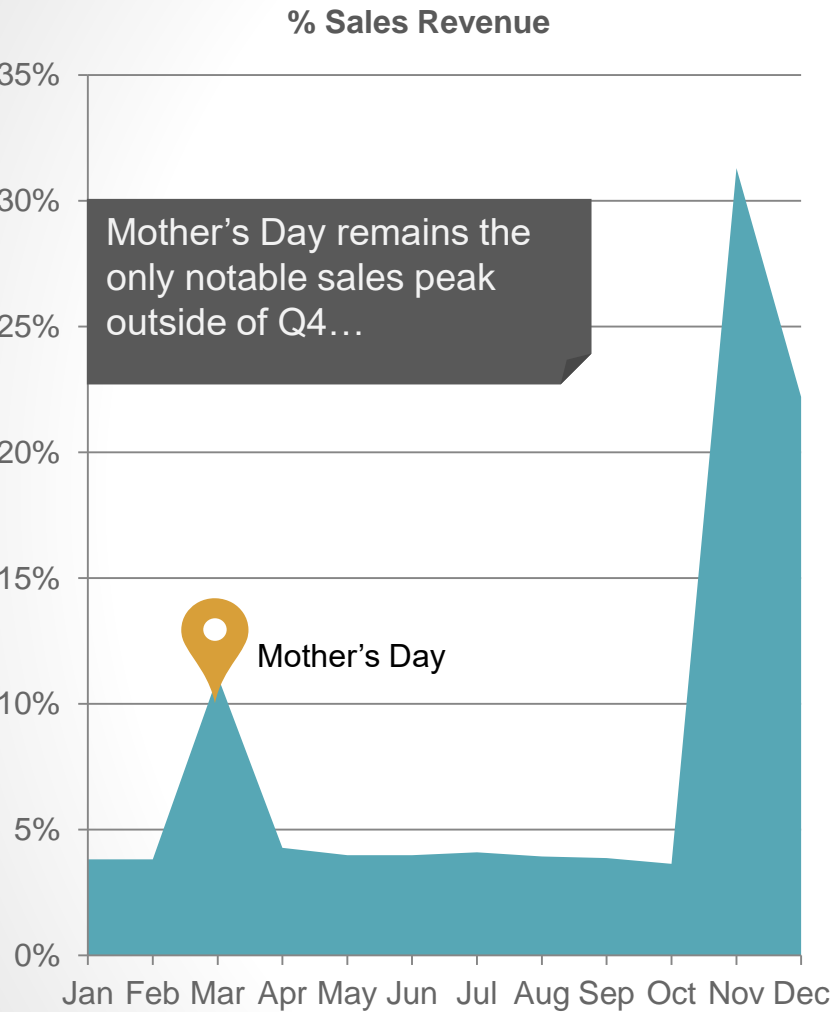
Better Gift Voucher Marketing for Hotels, Spas & Restaurants



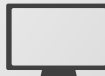
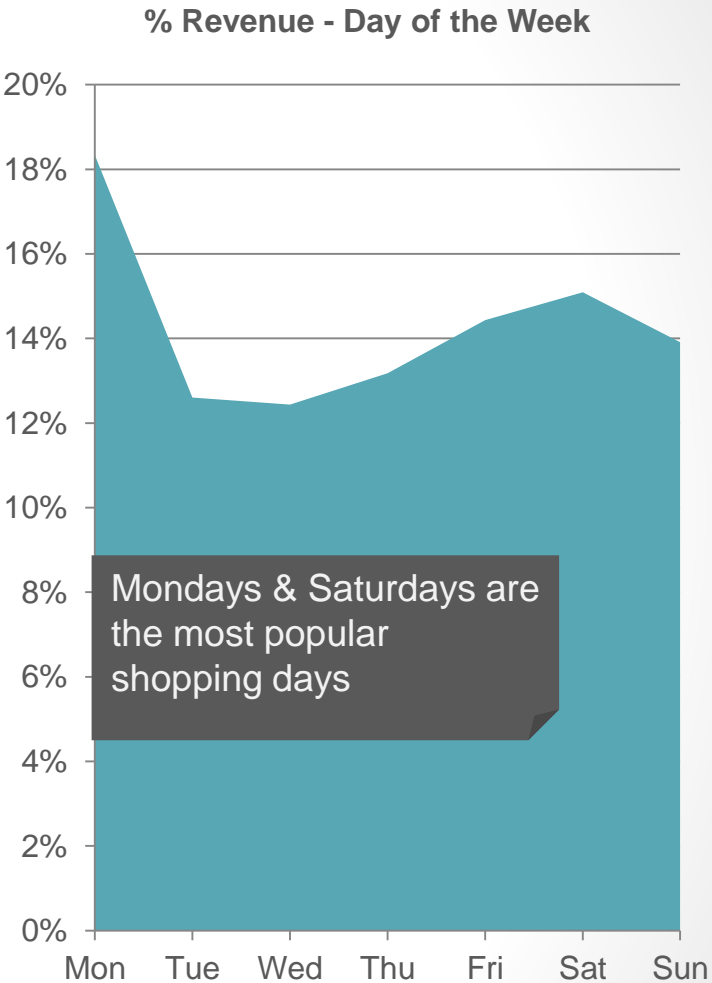
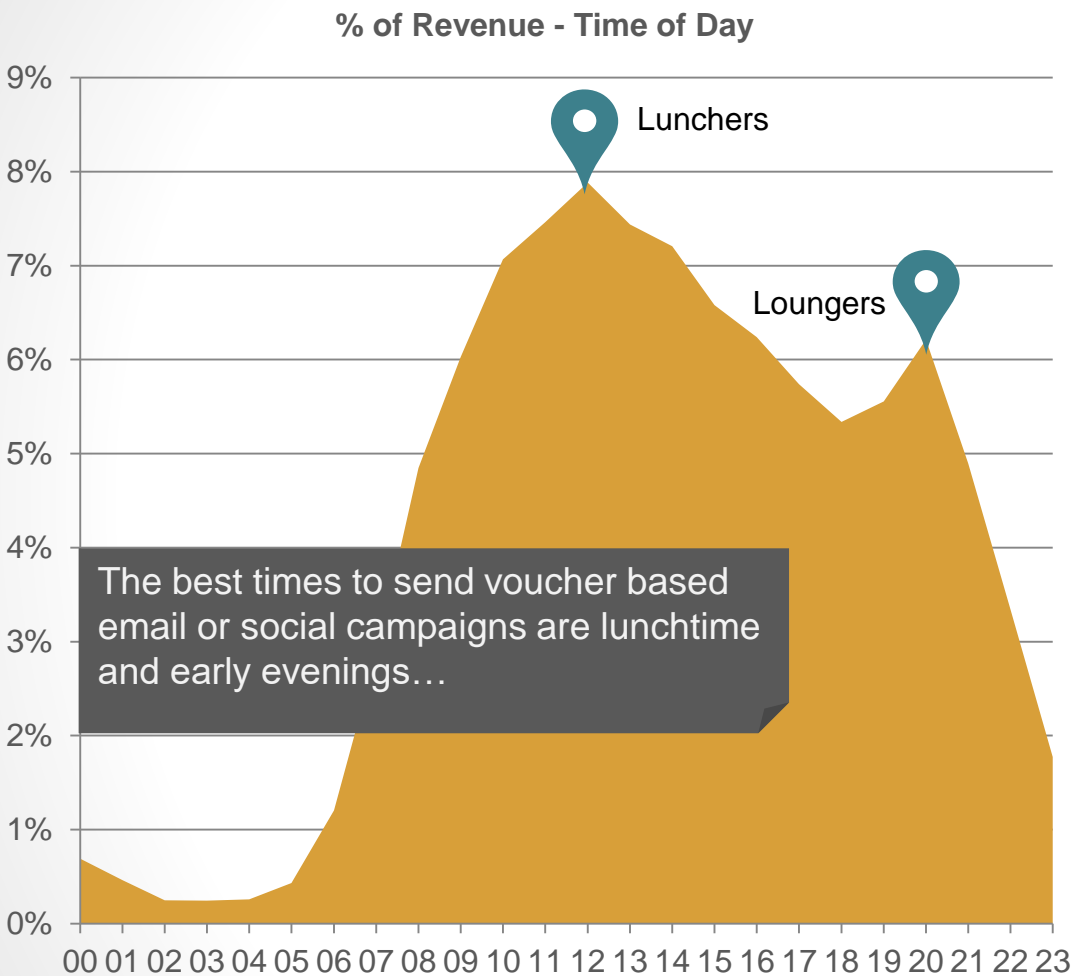
2018 Gift Voucher Buying Trends.

“The gift voucher industry has strong long-term prospects.... the youngest demographics represent the highest sales contributors.”

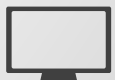
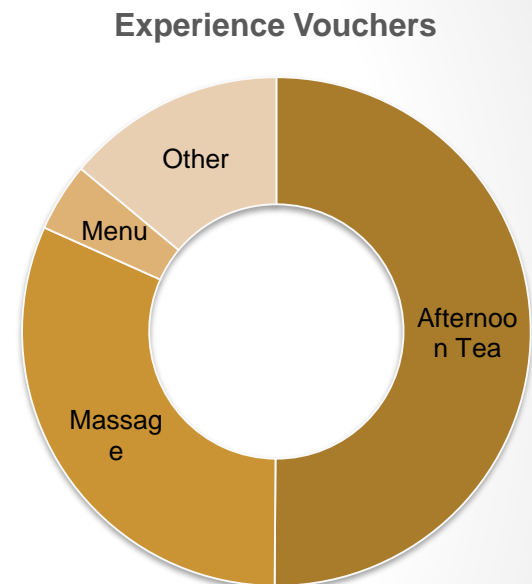
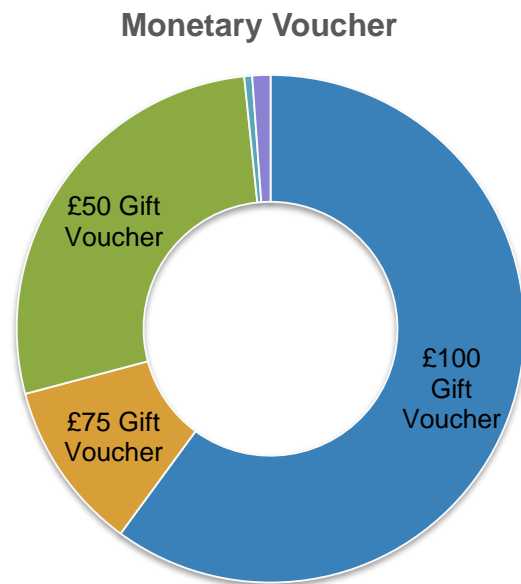
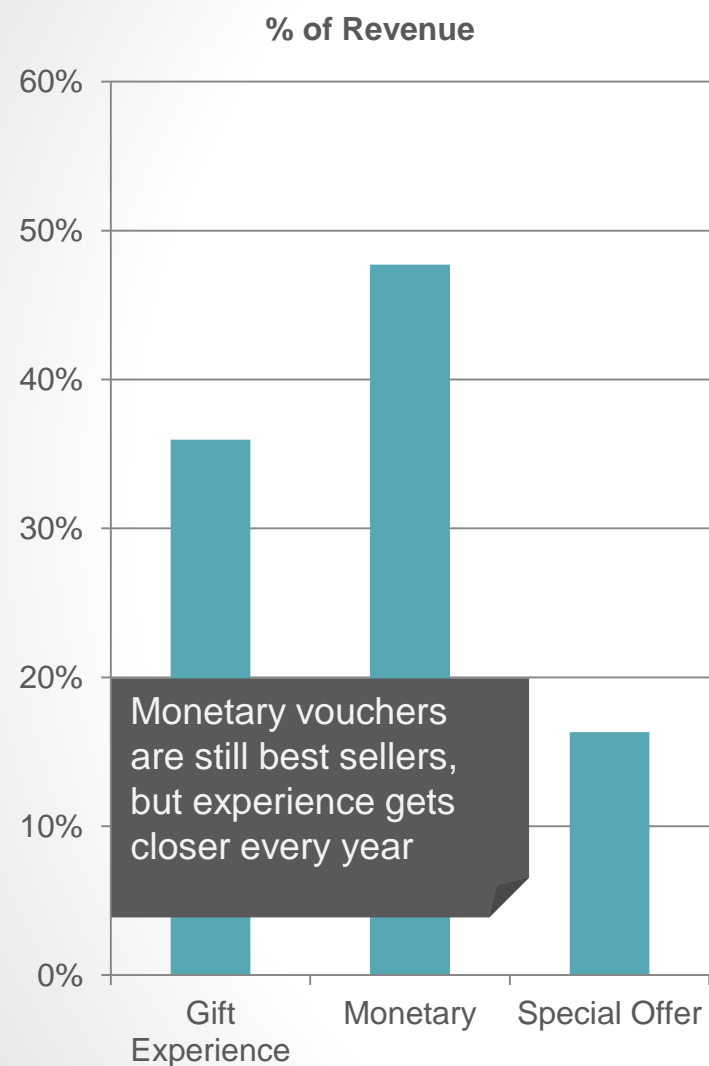
2018 Buying Trends: Time of the Year



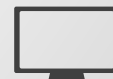
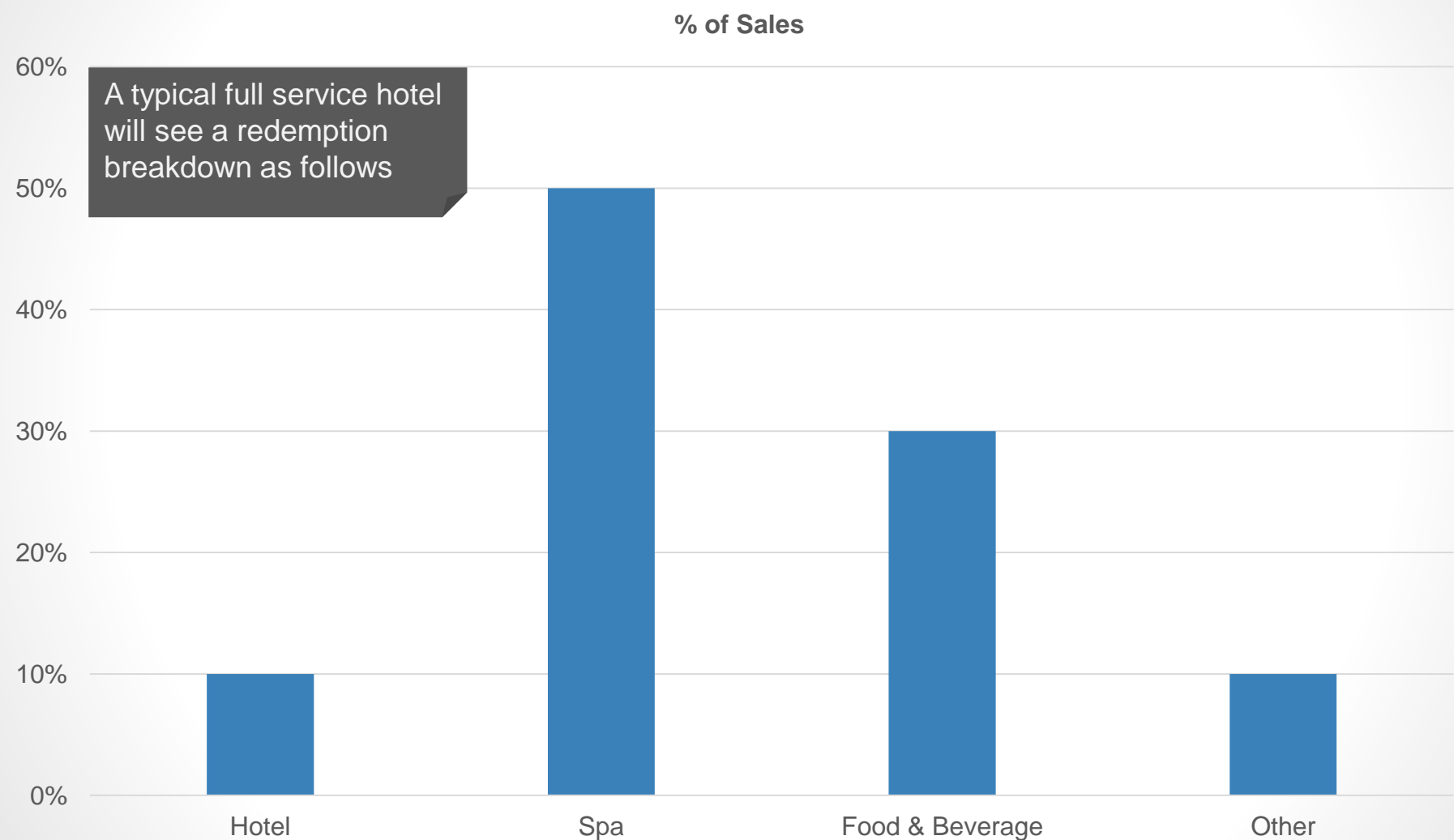
2018 Buying Trends: Time of the Day



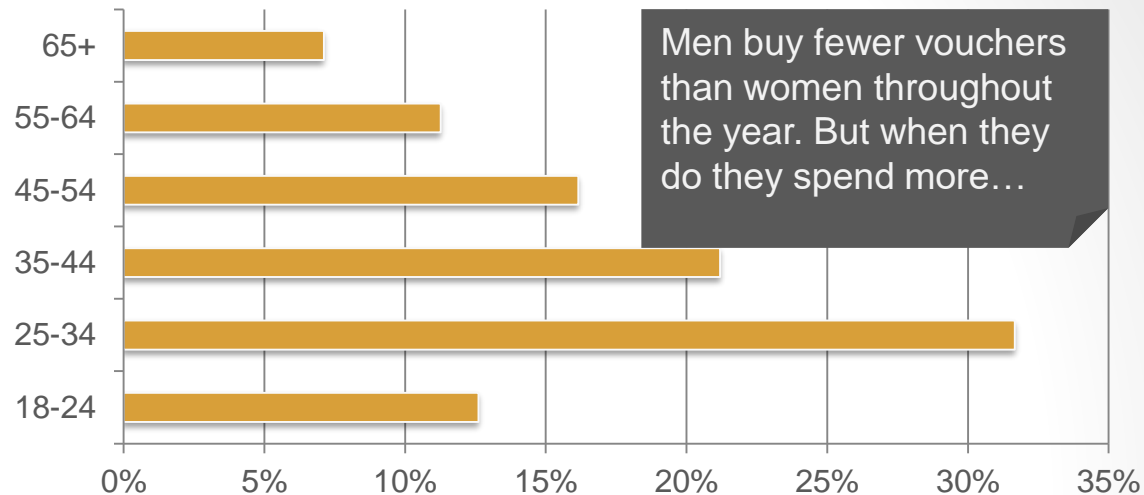
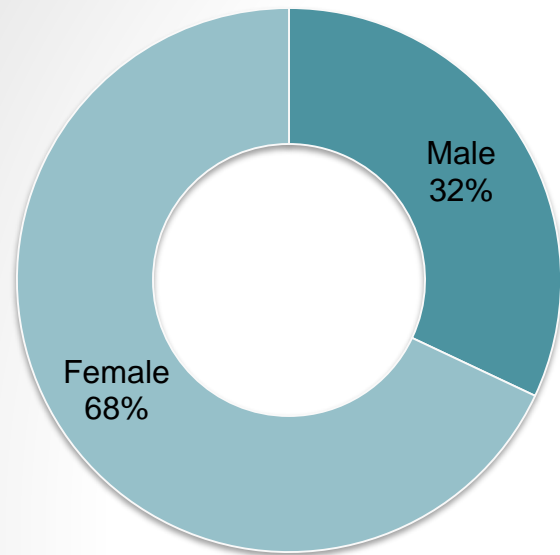
2018 Buying Trends: Voucher Types



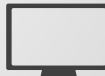
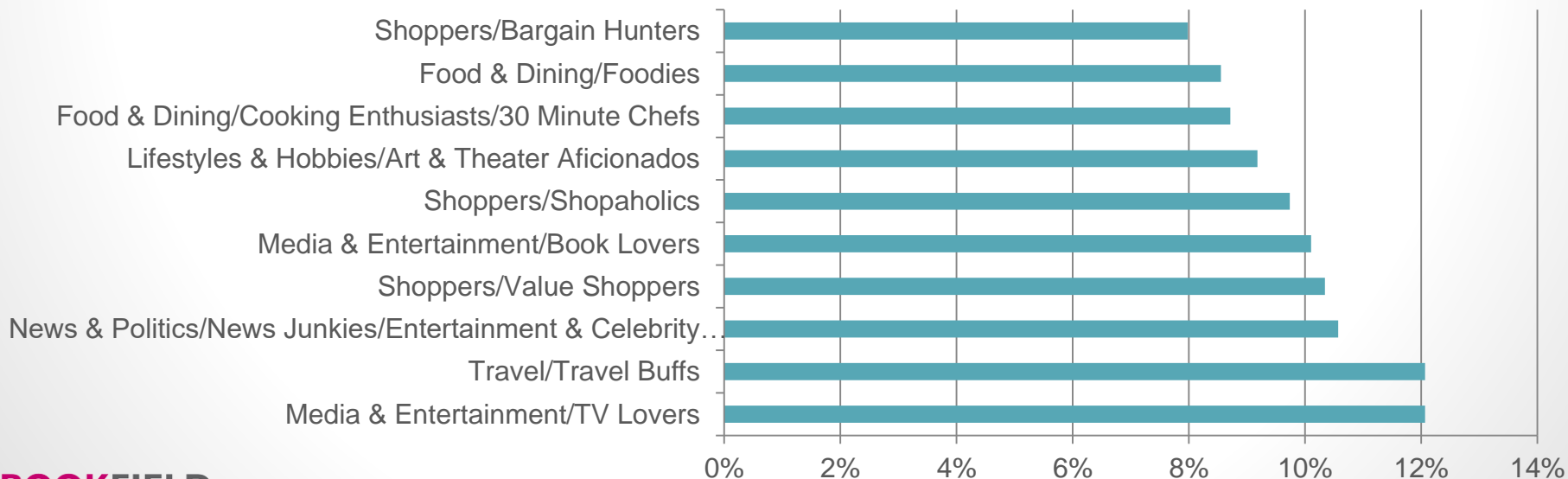
2018 Buying Trends: Typical Full-Service Hotel



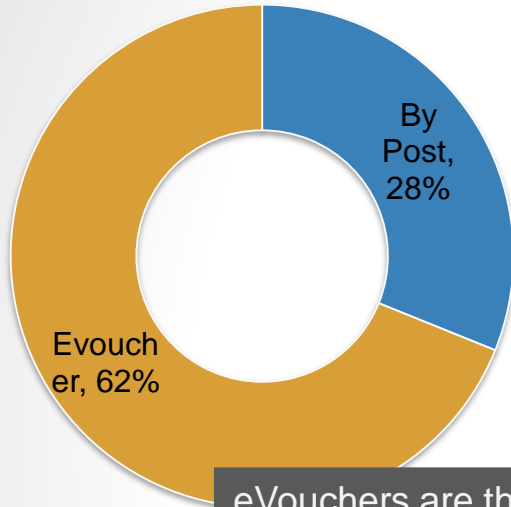
2018 Buying Trends: Demographics



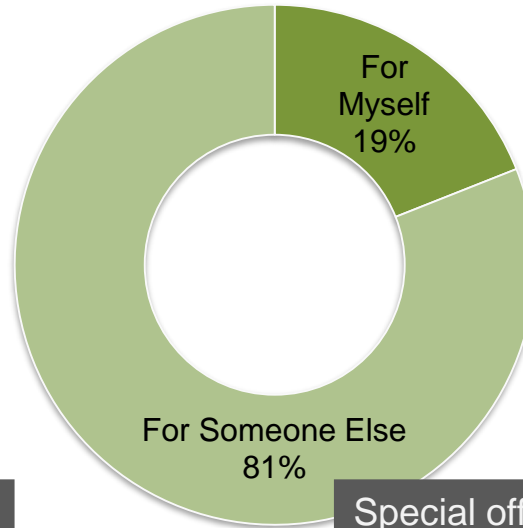
Affinity Categories



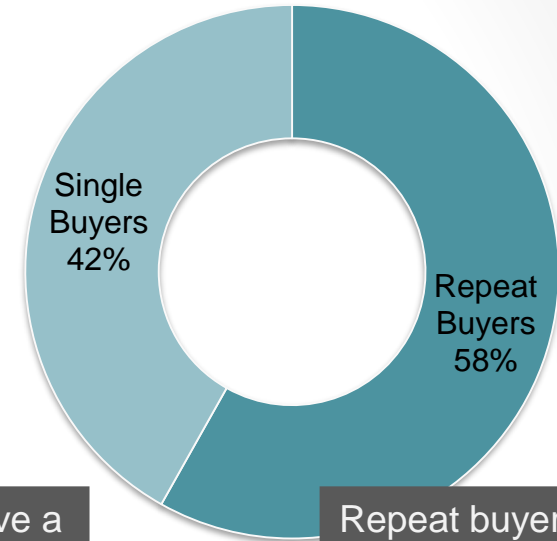
2018 Buying Trends: Purchasing Behavior



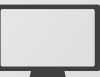
eVouchers are the most popular delivery method throughout the year with the exception of Xmas



Special offers have a higher proportion of self-gifting...



Repeat buyers are growing year on year, voucher buyers tend to be brand loyal...



Proven Revenue Generating Tactics.

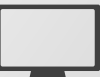
“Focussing marketing resource on fuelling the natural highs (rather than the lows) is proven to deliver greater ROI”

Tactics: Maximizing Seasonal Campaigns

WINTER	SPRING	SUMMER	AUTUMN
JAN January Bounce Back – 50% Off	APRIL Chocolate Spa Days	JULY Exam Congratulations	OCTOBER Sunday Roast Offer
FEB Romantic Getaways	MAY Cocktail Masterclasses	AUGUST Get ready for summer spa day	NOVEMBER Black Friday
MAR Mothers Day Spa Experiences	JUNE Wimbledon Afternoon Tea Promotion	SEPTEMBER Final summer steals	DECEMBER Christmas Gifting

Best Practice Checklist:

- Always have a voucher related pull-through offer for any seasonal campaign.
- Any additional resource should always be put into key dates – maximising the highs.
- Brand vouchers as appropriate key dates such as “A gift for Mum” – This improves conversion rate.
- Greater range = greater sales
- Motivation based gifts such as “Congratulations” or “Thank You”.
- Always treat your own database before a third-party’s (i.e. Wowcher)



Tactics: Creative Gift Ideas

The “quirky & unique” gift market is growing, vouchers are traditionally seen as the antithesis of this

PLAYFULNESS IN PROVENCE: Cocktails, Authentic French Platter And A Game Of Pétanque For Two At Baranis

City, London



£84 (£42 pp)

LET THE GOOD TIMES BE GIN: Ultra-Premium Gin Tasting For Two At Merchant House

City of London, London



£250 (£125 pp)



quirky gifts

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Shop Quirky Gifts | The Woodland Trust™ Shop | WoodlandTrust.org.uk
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(Ad) www.bl.uk/ ▾ 01937 546060
Shop Our Complete Range of Unique Gifts For The Curious & Literary Minded. Join Us For Exciting...

Top 100 Quirky Gift Ideas

- William Morris Travel Grooming Set. £14.99. £11.99. ...
- Birdtopia: Colouring Book. £6.99. ...
- Pepperoni Sausage Kit. (2) ...
- Seascope. (5) ...
- Long Socks - Fox Damson. £6.99. ...

See quirky gifts Sponsored ⓘ

Products Comparison Sites

Visit To Kew Gardens And Virgin Experienc...
£36.00
By Google

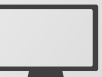
Personalised Family Portrait Posterhaste
£20.00
By Google

Photo Face Cushion - Funny HappySnapGifts
£9.95
By Onefeed

Brexit T-Shirt | Funny Brexit Spreadshirt.co.uk
£14.61
Special offer
By Productcas...

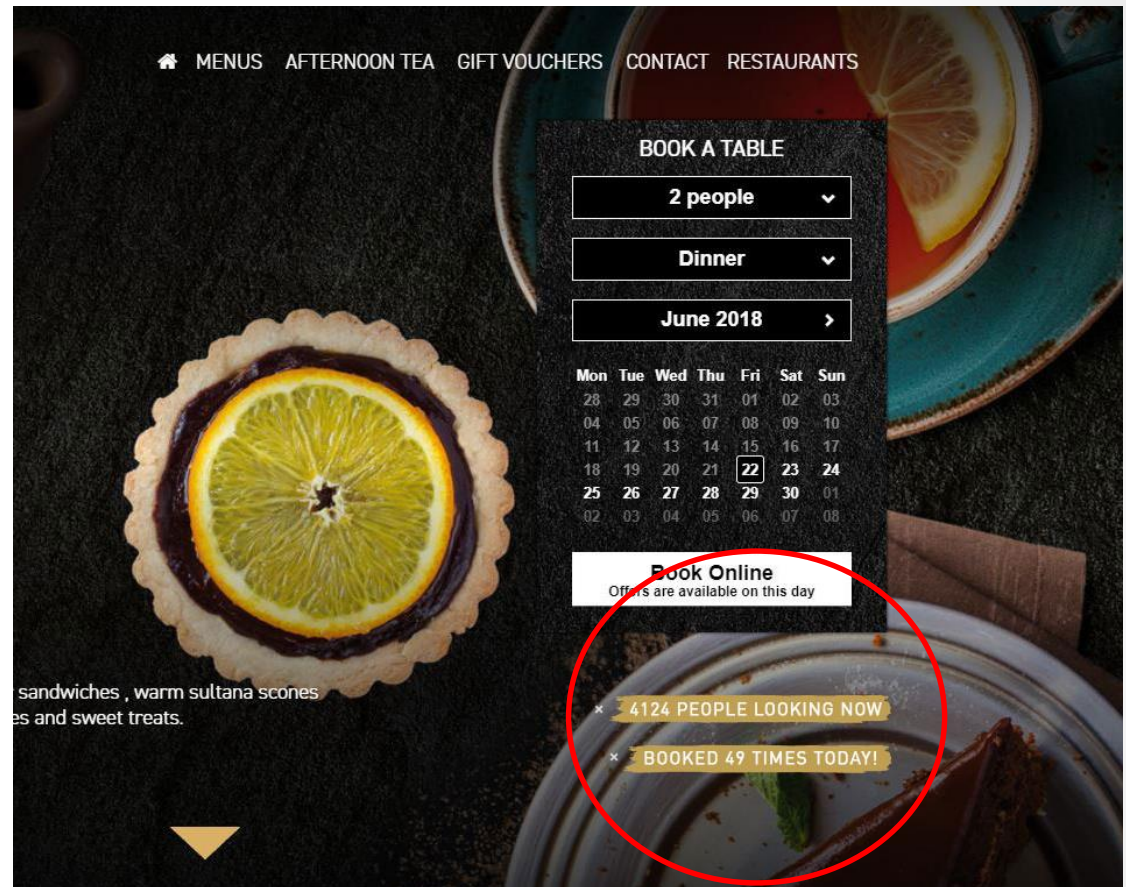
Friends Multi Face Socks - Socks Smile
£19.99
By Google

ChattyFeet Funky Socks as ChattyFeet
£8.00
By Google



Tactics: Urgency Messaging

Urgency messaging can improve sales conversion rates by up to 26%.



A growing number of businesses are using gift vouchers to incentivise their teams...

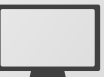
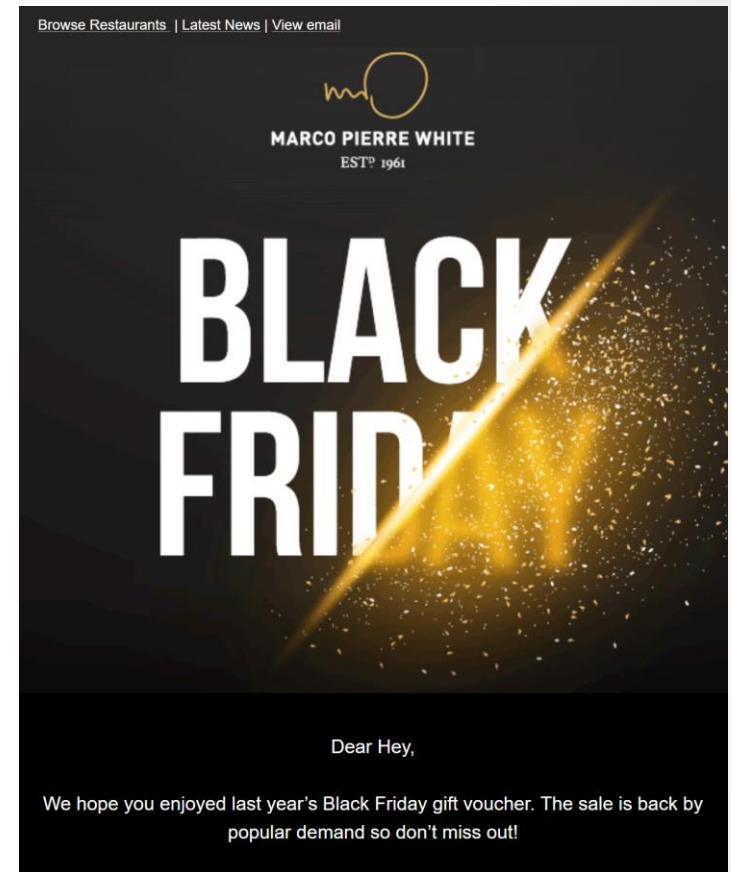
- **Marketing Prizes**
- **Corporate Gifts**
- **Local Corporates**

The screenshot shows the homepage of 'STREET The home of thoughtful gifts'. The header includes a search bar with the placeholder 'enter search term', a dropdown menu for 'all departments', and a 'FIND' button. Navigation links include SALE, GIFTS, BIRTHDAY, WEDDINGS, HOME, PRINTS, JEWELLERY, BABY & CHILD, INSPIRATION, CARDS, and SEE MORE. The main banner features a red gift box with a white string bow and a cup of coffee, with the text 'CORPORATE GIFTS MADE TO MATTER'. Below this, a promotional message reads: 'Thoughtful, unique and heartfelt – our corporate gifts aren't like any others. Better still, they're all from the UK's best small creative businesses. So whether you're looking to surprise clients, colleagues, teams or bosses, we've got a wealth of inspiring ideas, ready to be explored...'. A discount offer is highlighted: 'One moment, caller... HERE'S 10% OFF'. The text explains: 'Simply shop over the phone with our experienced corporate gift gurus for a 10% discount.' and provides the phone number '0203 318 5115'. It concludes with: 'Just explain who you're shopping for and our experts will use their knowledge to assist you.' Below this is a section titled 'GIFTS BY CATEGORY' with four image-based links: 'VIEW ALL' (showing a gift card), 'PERSONALISED' (showing a notebook), 'HAMPERS' (showing a gift hamper), and 'LEAVING GIFTS' (showing a retirement gift card). Navigation arrows are present on the left and right sides of the category section.



87% of gift card shoppers said that they purchase vouchers at least once per year, this is a growing trend in a time-poor, impatient market – we should make it as easy as possible

- **Automations** – Happy Birthday
- **Reminders** – Moonpig style reminders
- **Get it early** – Offer existing buyers “first look” at offers



Emerging Trends.

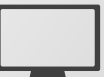
“In 2018, over 20% of gift vouchers redeemed were gifted via a work rewards programme.”

Emerging Trends: Personalization

58% of 2018 respondents said they would be interested in fully personalised voucher product...

- **Personalised Content** – Video messages, photos, gift messages.
- **Packaging Options** – Upsells for gift box/enhanced packaging and personalised packaging.

The screenshot displays the Funkypigeon.com website interface. At the top, the logo 'funkypigeon.com' is accompanied by the tagline 'Make it special, make it personal'. Navigation links for 'Login or Register', 'Help', 'Contact', and a UK flag are in the top right. A search bar with the placeholder 'I'm searching for...' and a shopping cart icon showing '£0.00' are also present. A horizontal menu lists various product categories: Cards, Postcards, Gifts, Flowers, Mugs, Cushions, Alcohol, Canvases, T-Shirts, Notebooks, and Wedding Stationery. The breadcrumb trail indicates the current path: Home > Personalised Cards > Birthday Cards > Photo Cards. On the left, a 'You've Selected' sidebar shows 'Birthday Cards' and 'Photo Cards' with removal icons. Below this, a 'Who's It For?' section features icons for Boy, Girl, Her, and Him. A 'Someone Special?' section lists relationships like Auntie, Boyfriend, Brother, and Brother In Law, with a 'See more...' link. The main content area is titled 'Photo Birthday Cards' and shows '1480 results'. It includes a pagination control (1 to 19) and a 'Per Page' dropdown set to 81. A 'Filter by:' section has two checked options: 'Can be personalised' and 'Personalise inside only', with a 'view all' link. Three card thumbnails are displayed: 'Happy Birthday Pink Confetti Photo Card' (from £2.29), 'Full Photo No Text Portrait Card - Basic' (from £2.29), and 'Four Photo Retro Birthday Card' (from £2.29). At the bottom right, a red banner indicates 'Time left to redeem offer' with a countdown timer at 00:57:17.



Emerging Trends: Distribution Partners

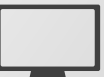
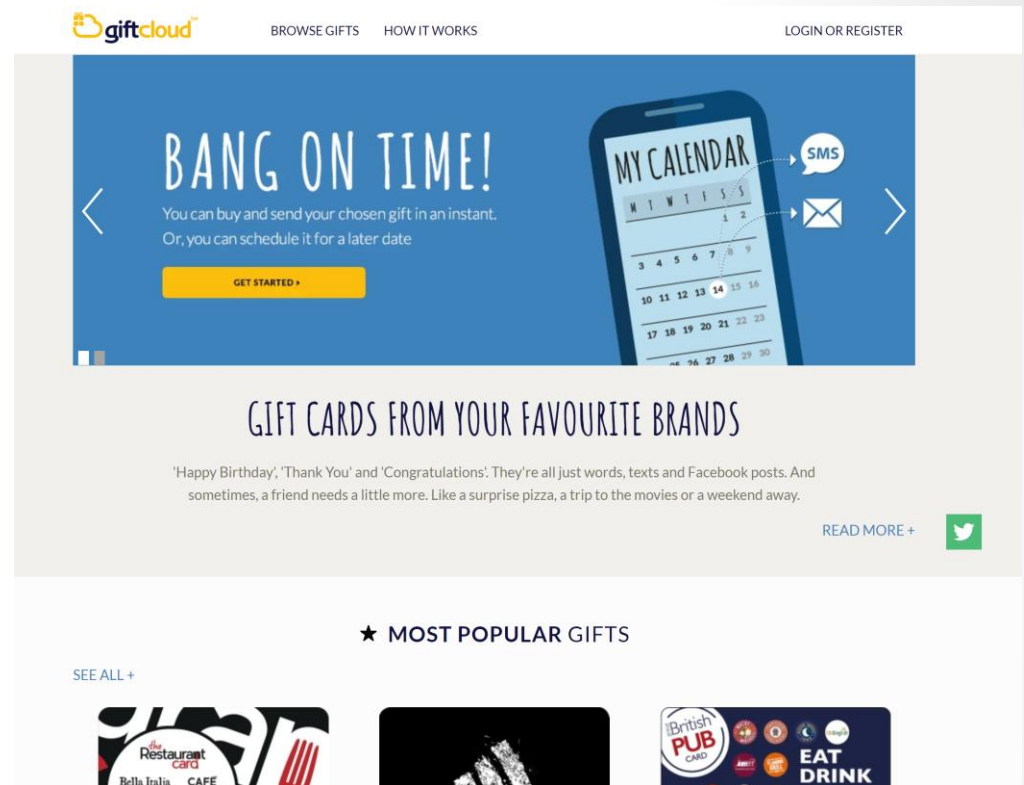
74% of UK consumers would be interested in the ability to collect points or receive cash back...

B2B distribution is growing;

- Over 20% of gift voucher redeemers received a gift voucher via a work reward programme in 2018
- 12% received one as part of a loyalty programme (e.g. with their bank)

B2C distribution is also growing;

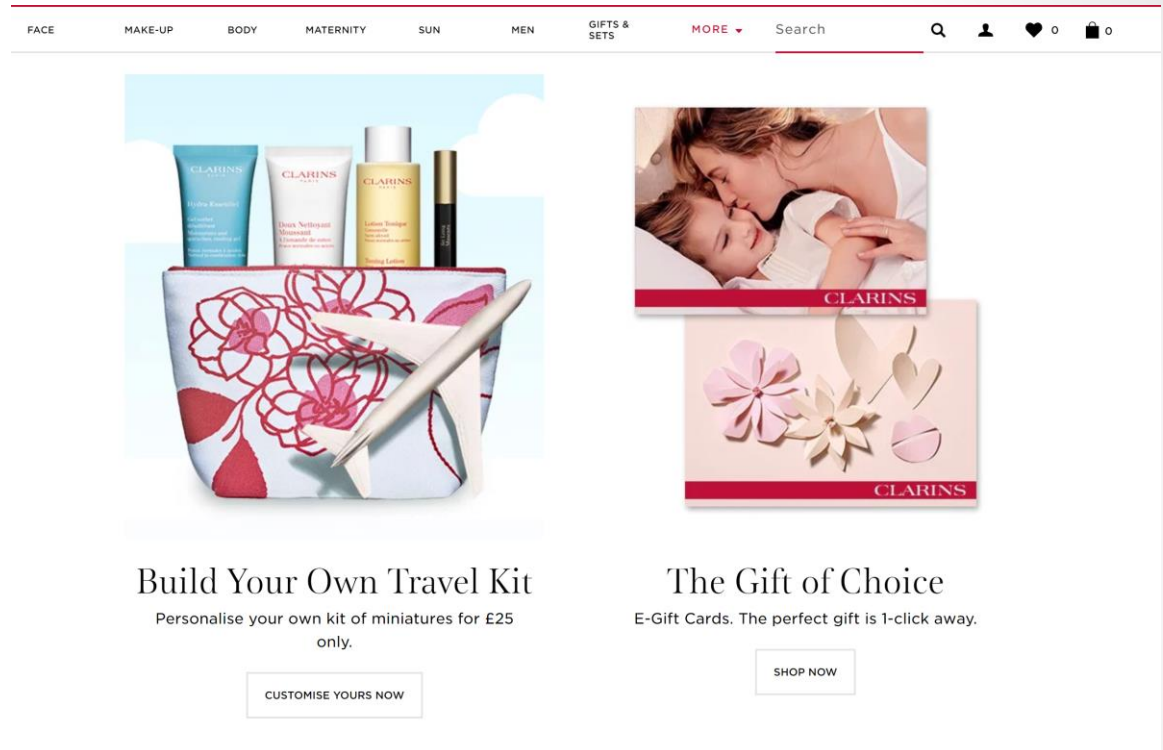
- Third Party Distributors
- Rewards programmes



Emerging Trends: Merchandising

The opportunity to upsell and cross sell is huge...

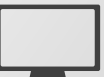
- Spa Robes & Products
- Local Products
- Wine & Champagne
- Clothing



The screenshot shows the Clarins website with a navigation bar at the top containing links for FACE, MAKE-UP, BODY, MATERNITY, SUN, MEN, GIFTS & SETS, and MORE. A search bar is also present. Below the navigation bar, there are two main promotional banners. The left banner, titled 'Build Your Own Travel Kit', features an image of Clarins travel kit products (miniatures) in a floral-patterned bag. The right banner, titled 'The Gift of Choice', features an image of a woman holding a child and a box of Clarins E-Gift Cards. Both banners include a 'SHOP NOW' button.

Build Your Own Travel Kit
Personalise your own kit of miniatures for £25 only.
[CUSTOMISE YOURS NOW](#)

The Gift of Choice
E-Gift Cards. The perfect gift is 1-click away.
[SHOP NOW](#)



Questions?