

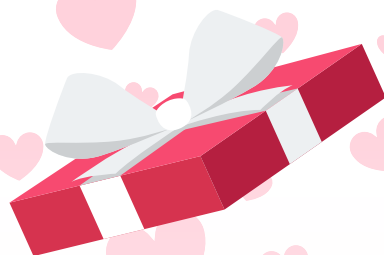
 **HYPER**GIFT®

THE  
ULTIMATE GUIDE  
FOR

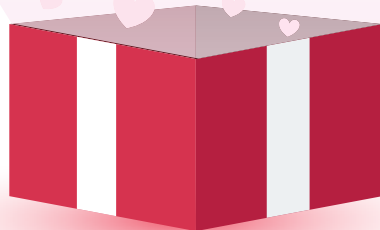
# Valentine's Day

WITH  
GIFT VOUCHERS





## **IMPRESS LOVED ONES AND BOOST SALES WITH YOUR VALENTINE'S DAY GIFTS**



We are excited to assist your venue in maximising its gifting sales during Valentine's Day!

Historically, this day has seen high spending with an average of \$243 spend per voucher in 2023. We have provided tips and strategies in this guide to help you create a successful campaign.

## **COUNTDOWN TO VALENTINE'S DAY WEDNESDAY 14 FEBRUARY 2024**



**VALENTINE'S  
INSIGHTS**



**PROMOTE  
YOUR GIFTS**



**PREPARE MY  
GIFT SHOP!**

## ***A TWO-PRONGED APPROACH FOR VALENTINE'S DAY***

On Valentine's Day, hotels, restaurants and spas will be busy with customers who have purchased exclusive packages, but don't miss out on another side of this key date, which is gifts given and received on the day. These can bring you many more guests throughout the rest of the year.



### ***AVERAGE GIFT PRICE 01 FEB – 15 FEB 23***

Valentine gifts have a high average spend per voucher.



### ***MOST POPULAR REASON FOR PURCHASE***

During the month of February, Valentine's Day gifts account for the majority of gift voucher sales.

## CUPIDS' BEST SELLERS

Spa experiences are by far the most popular type of gifts purchased for Valentine's Day, followed by monetary vouchers and overnight stay experiences.

### 1 SPA EXPERIENCES

#### VENUES WITH SPA:

Spa experiences are the most popular voucher type purchased for Valentine's Day.

#### VENUES WITHOUT SPA:

For venues without a spa, monetary gifts are the most popular, followed by stay experiences.



### 2 MONETARY GIFTS

Customisable monetary vouchers will empower recipients to select their preferred experience, making your gift tailored to the individual, ensuring it is the perfect gift for them.



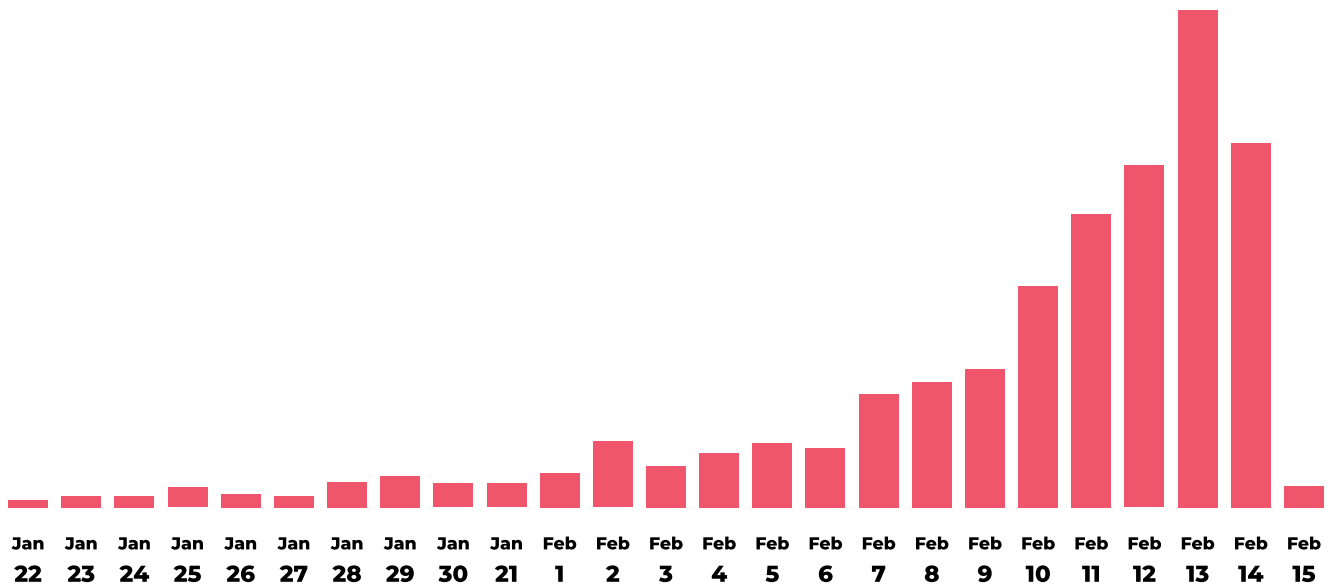
### 3 STAY EXPERIENCES

Dreamy gifts, such as a couple's getaway with luxury dinner.

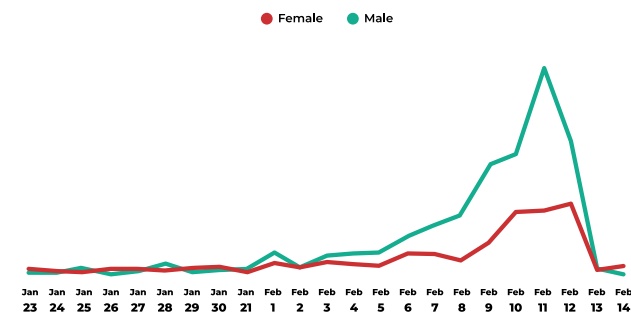


## GET YOUR GIFT SHOP READY NOW

70% of Valentine's Day gifts are purchased within 10 days of Valentine's Day, however sales will start from the end of January, so make sure you have your gift shop ready soon after the new year.

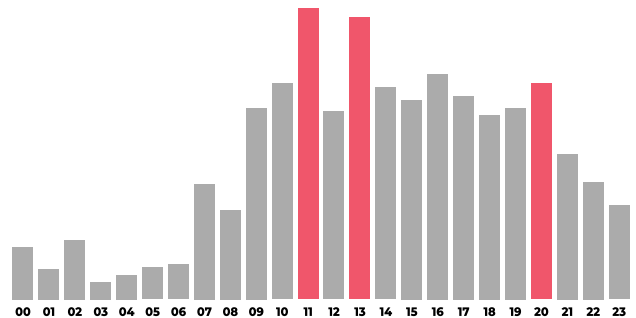


### MORE MEN THAN USUAL



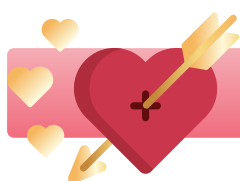
Overall, 60% of the buyers of Valentine's Day gifts are men, which is the opposite of what we see throughout the rest of the year. From the 10th of February, 70% of the Valentine's Day gift buyers are men.

### BEST TIME TO SELL



Here are the hourly sales of Valentine's gifts between the 10th and 14th of February over the past 3 years.

On the 13th and the 14th, afternoon and early evening sales are particularly strong.



Plan your emails accordingly to help optimise sales!

## ADD SOME ROMANCE TO YOUR MERCHANDISING

Ensure your photography and voucher name evokes a special moment for couples. It will help buyers make the decision to choose a voucher if the gift reassures them that this is the perfect Valentine's Day gift. Don't forget to also edit your monetary gift vouchers.



### **CUPIDS MONETARY VOUCHER**

Choose the amount you want to gift and each recipient will be able to choose the experience they prefer, making your gift the best gift for them.

**Minimum amount: \$100**



### **THE ULTIMATE VALENTINE**

Treat them to a romantic 2-night stay in an ocean view room with breakfast for 2 included on both days.

Also includes custom spa or F&B voucher.

**\$800 - \$1,200**



### **BE MY VALENTINE SPA BREAK**

The most relaxing and romantic time together with a 2-night stay in a superior king room with breakfast for 2 included on both days.

Also includes custom spa voucher.

**\$600 - \$1,000**



### **COUPLES MASSAGE**

The couples massage includes any 90-minute treatment. Spa day guests also get full use of the leisure facilities, including the infinity pool and sauna.

**\$185**



### **ROMANTIC WEEKEND ESCAPE**

Thank them with a luxurious 2-night stay in a generous corner suite with breakfast for 2 included on both days.

Also includes custom F&B voucher.

**\$190**



### **CHAMPAGNE HIGH TEA**

Delight them with a signature High Tea. Be taken on a culinary journey of savoury and sweets featuring the finest local produce with a French twist.

**\$138**



## **TOP TIP! CREATE GIFTS WITH A SPECIAL VALENTINE NAME**

We've noticed that gifts with a valentine twist in the name tend to perform well, helping guide people in choosing a gift. We recommend having one or two valentine 'highlight' gifts – this will be useful for your gift campaigns too.



### **HOW TO CREATE A GIFT?**

Watch this [\*\*tutorial\*\*](#) and learn in 10 minutes how to create a new gift.



### **HOW TO CUSTOMISE AN EXISTING GIFT?**

Watch this [\*\*tutorial\*\*](#) and learn in 3 minutes how to edit an existing product.



## **TOP TIP! MERCHANDISING**

In the weeks before Valentine's Day, 'promote' any gift vouchers you'd like to feature at the top of your gift voucher listing page, such as higher value gifts.



## BRING BUYERS TO YOUR GIFT SHOP

Attracting visitors to your gift shop is key and is of course, vital to generating sales. Here are our top tips to do so.



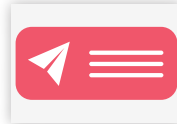
### HOME PAGE POP-UP

Use this feature on your property's main website/microsite for gift vouchers on the lead up to (and on) Valentine's Day.



### FEATURE ON SITE PAGES

Include a promotional 'block' on your homepage and/or on other key pages, illustrating your gifts, linking to your gift shop.



### DEDICATED VALENTINE'S DAY EMAIL

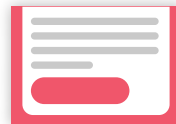
We'd recommend building awareness six weeks prior to Valentine's Day, with a series of emails dedicated to Valentine's Day, and a 'last minute' email 1-2 days before and on the day itself, promoting instant e-voucher Valentine's Day gifts.



### SOCIAL MEDIA

Inspire your followers and make it easy for them to find the perfect gift.

Remind your followers you sell gifts by sharing examples of experiences on a regular basis.



### EMAIL SIGNATURE - ALL OUTGOING EMAILS

Links to your gift shop generate revenue, in the same way call to action buttons such as 'Book Now' or 'Reserve a Table' do and its best practice to ensure that a gift link is visible at all times, in every email, including transaction emails.



## PROMOTE YOUR GIFTS

To make the most of HyperGift® and to make sure you generate the highest number of sales possible, please be sure to check out this [\*guide\*](#).



## ***GIVE SOME LOVE TO YOUR GIFT SHOP***

First impressions matter and it is crucial to make your gift shop stand out in order to impress and convert visitors.

It's an opportunity to entice people with visually appealing displays and persuasive descriptions of the gift experiences offered, that would make wonderful Valentine's Day gifts.

- Add romantic images and copy to your hero real estate.
- Add romantic images and copy to your gifts.
- Create special gifts.
- Create a new "Valentine's Day" page and add romantic gifts to this page.

You're able to do these yourself in HyperGift®, provided you have shop manager permissions (if you don't have these, but would like them, just let us know) – this lets you turn your ideas into a reality and you can see your edits in real time. Alternatively, please click onto the links below.

Set it up now, you can schedule the activation date to a later date.



### ***VIDEO TUTORIALS***

All you need to know about HyperGift, from creating a new gift to uploading new images or processing a complimentary order.

***LEARN MORE***



### ***FREE HELP & SESSION!***

Schedule a free, 30-minute one-on-one session with one of our experts now.

***SCHEDULE SESSION NOW***

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