



The Ultimate Guide

for

Father's
Day

with

Gift Vouchers

HYPERGIFT®

Supercharge Your Father's Day Sales!

With Father's Day just around the corner, it's the perfect moment to honour and appreciate all the amazing Dads out there. To ensure your gift sales soar on this special occasion, we've curated a valuable resource brimming with fresh tips and rich data to bolster your campaign strategies.

Father's Day is celebrated on various dates across the globe, typically falling in the months of June or September.

Let Dad bask in the limelight as you tailor your promotions to cater to his distinctive, more manly tastes – and witness your sales flourish and expand like never before!

Father's Day
insights

Promote
your gifts

Prepare
my gift shop!



Discover the Hottest Father's Day Selling Venues!



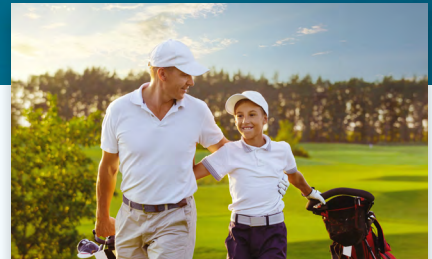
Regional

Over 50% of Father's Day gifts are snapped up from local venues outside the CBD.



Spa & Pool

Make a splash with your offerings! A whopping 80% of Father's Day gifts are purchased from venues with top-notch spa or pool facilities.



Golfing

Swing into success! Half of all Father's Day gifts are bought from venues featuring a golf course. Get in the game and drive up your sales!

+25% more sales!

Anticipate a 25% surge in sales for these venues during Father's Day week!

Diverse Buyer Landscape

On Father's Day, the gift-giving spectrum extends beyond sons and daughters; it encompasses another significant segment. Approximately 25% of buyers are devoted mothers, thoughtfully purchasing gifts for their partners on behalf of their children.

Gift Choices by Children



The young hearts tend to opt for thoughtful monetary vouchers or delightful afternoon tea experiences for their beloved fathers, often meant to be enjoyed with their mothers. On average, children splurge around \$150 to make their dads' day extra special.

Partners Prerogative



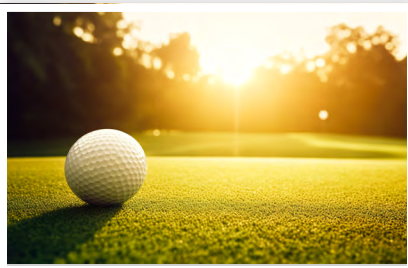
Partners, with their exceptional understanding of their significant other's preferences, frequently lean towards lavish golf or pampering spa experiences. In celebration of the fathers of their children, partners invest an average of \$200, making it a day to remember.



Popular Father's Day Gifts

Whether he's an avid golfer, a connoisseur of fine cuisine, or a spa enthusiast, make sure your gifts and images resonate with the essence of this special occasion. By evoking the spirit of Father's Day, you'll instill confidence in buyers, inspiring them to choose a voucher that promises the perfect gift for their dads.

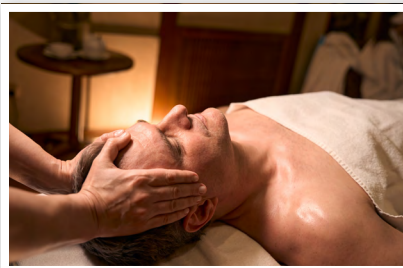
Entice buyers with exclusive packages that boast limited availability and unbeatable prices. From enchanting evening golf experiences to serene spa days valid Monday to Thursday, and delightful weekday afternoon tea delights—these unique offerings will captivate your audience and drive their desire to seize the opportunity.



Father's Day Twilight Golf

Give Dad the gift of an unforgettable twilight golf experience for 2! As the sun sets, create cherished memories together, teeing off on lush fairways.

Redeemable from Monday to Thursday, this limited-time offer is the perfect Father's Day gift for golf enthusiasts. Bond over the tranquillity of the evening and make it a day to remember!



Full Body Massage

Indulge Dad with pure relaxation: a 1-hour full body massage! Let skilled hands work their magic, melting away everyday stress.

This thoughtful gift will pamper, refresh, and cherish him on his special day. Make this Father's Day unforgettable with the gift of pure bliss.



Savour the Flavours Together

Delight Dad and a companion with a delectable tasting adventure! Explore a delightful array of flavours, from fine wines to artisanal cheeses, craft beers to gourmet chocolates.

This tasting experience for 2 promises an unforgettable celebration of taste and togetherness. Valid Mon-Thu, seize the perfect opportunity to indulge in the finest culinary delights and create cherished memories with Dad.

HOT TIP!
Copy our packages!





Champagne Afternoon Tea for 2

Elevate Father's Day with an elegant Champagne Afternoon Tea for 2. Sip exquisite bubbly, savour delectable sweet and savoury treats, and bask in warm ambience.

Honour Dad with an unforgettable experience, creating cherished memories to last a lifetime. Celebrate love and laughter in each delightful moment, making this day truly special.



Father's Day Golf Getaway

Gift Dad the ultimate golf retreat this Father's Day! Our exclusive package for 2 includes a luxurious 1-night stay and scrumptious breakfast. Tee off together with two tickets for 18 holes on a picturesque course.

Create cherished memories amidst stunning landscapes and sporting camaraderie. Treat Dad to this exceptional golfing escape designed for unforgettable experiences.



\$50 or \$100 Monetary Voucher

Make Father's Day truly special with our \$50 or \$100 Monetary Voucher, offering a world of possibilities. From luxurious hotel stays to gourmet culinary delights and rejuvenating spa packages, Dad can choose the perfect experience.

Celebrate his special day with this versatile and thoughtful gift of choice!



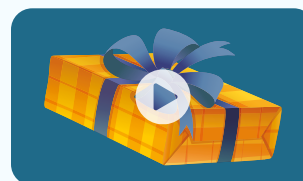
Expert Tip: Boost your Father's Day sales by creating gifts with a special name or theme.

Our data shows that gift packages with a specific Father's Day name tend to outperform generic options, making it easier for buyers to select the perfect gift for their dad. So why not give your gift packages a creative and memorable name to make them stand out and generate more interest?



How to create a gift?

Watch this tutorial and learn how to create a new gift (7 minutes).



How to customise an existing gift?

Watch this tutorial and learn how to edit an existing product (3 minutes).

Drive Traffic to Your Gift Shop

Drawing in visitors to your gift shop is crucial for boosting sales. To help you achieve this, we've compiled a list of our best tips.

Email

Stay top of mind with your clients by sending them targeted emails. By leveraging your buyers database, you can remind past customers about your offerings and encourage them to make another purchase.

Make sure to schedule these email blasts as part of your overall Father's Day campaign for maximum impact.

Press

Elevate your gift shop's visibility by sharing your most unique experiences with the press. By showcasing your special offerings in Father's Day "gift inspiration" articles, you can increase your brand recognition and reach a wider audience of potential buyers.

Don't miss out on this valuable opportunity to showcase what sets your gift shop apart and highlight your most sought-after products.

Social

Engage and inspire your audience on social media by showcasing your experiences as perfect gifts for Father's Day. Create a dedicated Father's Day highlight with gift ideas and include your gift stationery in your photos to make them more appealing.

Send bespoke gift experiences to influencers and consider running a competition to generate excitement and engagement. Make sure to highlight that your experiences can be purchased as gifts to encourage more sales.

Ads

Enhance your marketing strategy with smart targeted ads to expand your reach to the right audience, maximising your ROI.

Promote Your Gifts

Unlock the full potential of HyperGift® and maximise your sales with our comprehensive guide. Discover valuable tips and strategies to help you create compelling gift experiences and effectively promote them to your audience. From optimising your gift shop to leveraging targeted ads, our guide covers all the essential aspects of running a successful gift campaign with HyperGift®. Don't miss out on this valuable resource - check out our guide today and start boosting your sales!

Dress Your Gift Shop

Elevate your Father's Day campaign by customising your gift shop with these key elements.

1 FATHER'S DAY ACCOMMODATION GOURMET HYPERSPA CORPORATE \$0.00

2 GET **10% OFF** FOR FATHER'S DAY

3 FATHER'S DAY GOURMET HYPERSPA CORPORATE

YOUR LOGO HERE

HYPERGIFT® HOTEL & RESORT

Find a one-of-a-kind present for a very special person with our curated gift experiences, including luxurious accommodation, fine dining, and rejuvenating spa treatments. Our gift vouchers are perfect for any occasion.

Create a dedicated Father's Day page on your website to showcase your exclusive packages and capture the attention of potential buyers.

Enhance your customers' shopping experience by creating a dedicated tile exclusively for Father's Day, directing them straight to the most fitting gifts. This not only saves them time but also increases the chances of a purchase.

Elevate your website's visual appeal by incorporating Father's Day-specific images into your banner carousel. To boost sales, consider offering a promotion or coupon code, such as "Get 10% off for Father's Day" prominently displayed on the banner.

You have the power to make these changes yourself;

- [How to edit your menu and categories](#)
- [How to add and create discount codes](#)

Or, if you'd like our assistance in setting up your shop, click schedule a session now to get started.

Free Help & Session!

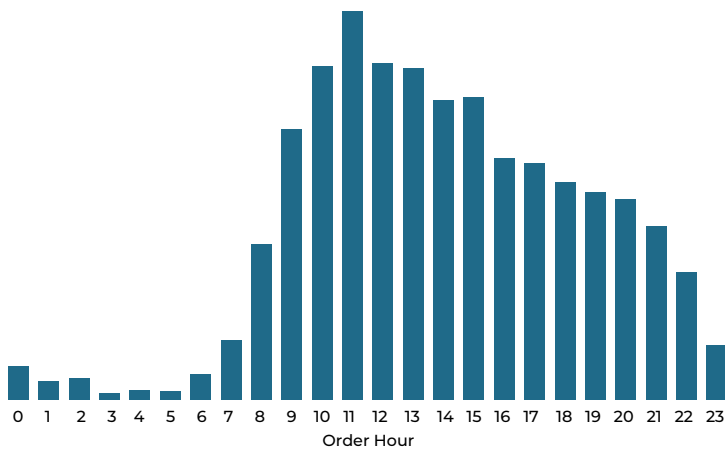
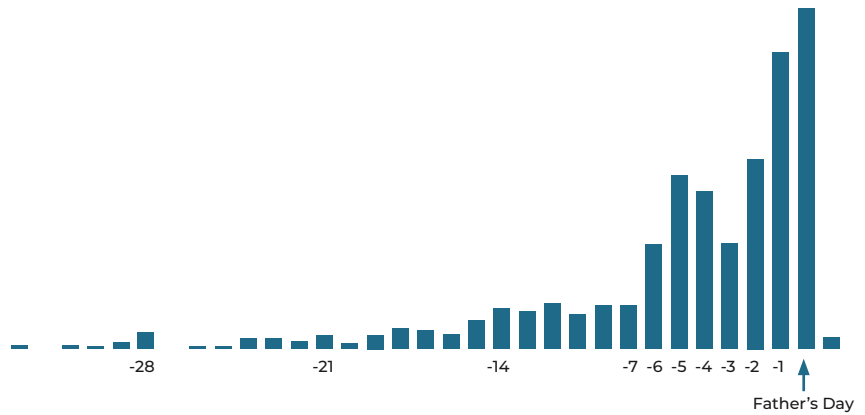
Schedule a free, 30-minute one-on-one session with one of our experts now.

[Schedule Session Now](#)

Timing is Everything

To maximise your sales potential for Father's Day, it's important to time your gift campaign just right. Statistics show that the majority of Father's Day gifts are bought within the three weeks leading up to the special day. By starting your campaign early and

continuing to inspire your buyers with fresh ideas and promotions until the last minute, you can ensure that your gift shop is top of mind and increase your chances of success.



As Father's Day approaches, it's important to keep in mind the optimal times for sales. In the week leading up to the big day, mornings are the busiest time for purchases. Additionally, we've found that the Saturday before Father's Day is when we see the highest sales volume, with a notable spike between 10am and 11am.

Don't forget that many last-minute purchases are made on Father's Day itself, especially by children buying for their fathers. With the convenience of instant email delivery, sales can continue right up until the last minute. Be sure to plan your email campaigns accordingly to make the most of this opportunity and optimise your sales.

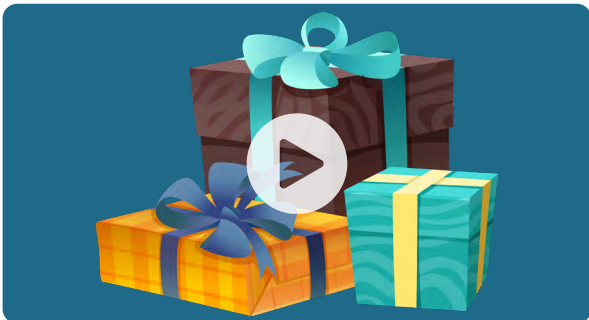
Show Your Gift Shop Some Love

Create an inviting and inspiring atmosphere in your gift shop that captivates your visitors with special attention to detail. Your gift shop is like your shop window, showcasing your best gift experiences for Father's Day.

To attract and engage your visitors, it's important to give your gift shop some love and care. Here are some tips to get started:

- Enhance your carousel with relevant images and compelling copy.
- Organise your best experiences for dads on a dedicated page.
- Showcase special gifts that are sure to impress.

With HyperGift®, you can easily customise your gift shop yourself or schedule a free help session with one of our experts. Check out our video tutorials for more information and make the most of your Father's Day campaign today!



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!

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