

The gift giving year 2020

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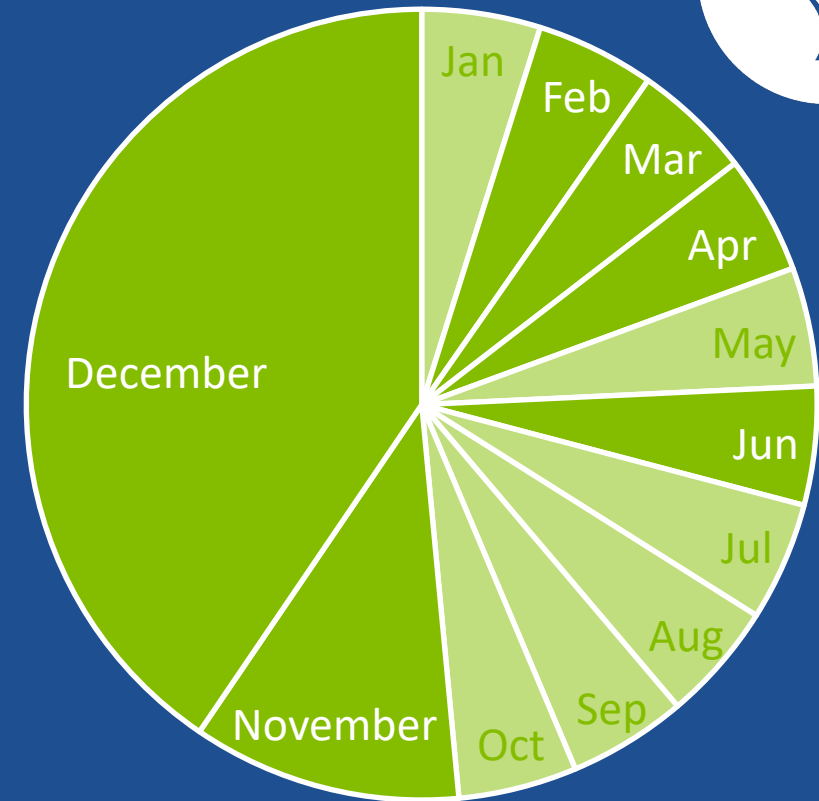
Annual distribution of gift voucher sales.



Gift voucher sales figures are seasonal. Christmas has the biggest influence with approximately 50% of annual revenue generated in November and December. 50% is spread evenly across the other ten months. Promoting gift vouchers for high days and holidays can increase sales further. Birthdays, anniversaries, weddings and thank you gifts account for general ongoing sales.

Valentine's Day – 14th Feb
Mother's Day – 22nd Mar
Easter – 12th Apr
Father's Day – 21st Jun
Black Friday – 27th Nov
Christmas – 25th Dec

By promoting your gift vouchers and using the hints, resources and insights in our monthly newsletters, you can make your gift vouchers work for you all year.



■ Key sales months ■ General gift giving