



# THE GIFT GIVING YEAR 2022

The key dates that drive gift voucher sales

## Q1 - VALENTINES AND MOTHER'S DAY

**14 February & 27 March**



Gift vouchers make ideal treats for loved ones. Promoting your vouchers for national celebrations will bring clients in to your venue long after the event itself is over. Mother's Day is the second biggest stimulus for voucher sales after Christmas.

## Q2 - EASTER AND FATHER'S DAY

**15-17 April & 19 June**



Two more annual events to focus on. Perfect reasons to remind your customer base that you offer unique experience gifts. Vouchers are popular across the generations.

## ALL YEAR ROUND

**Birthdays, anniversaries, thank you gifts**



Think gift vouchers are only popular at Christmas? Think again! Vouchers are bought all year as gifts. Marketing messages on your website, in newsletters and across social media channels will keep your range front of mind for special celebrations.

## Q4 - BLACK FRIDAY AND CHRISTMAS

**25 November & 25 December**



Q4 is the golden quarter for gift voucher sales. You can expect around 50% of annual sales to take place at this time, so plan promotions early for a stellar season.

