



THE GIFT GIVING YEAR 2023

The key dates driving gift voucher sales this year

Q1 - VALENTINES AND MOTHER'S DAY

14 February & 19 March



Gift vouchers make ideal treats for loved ones. Promoting your vouchers for national celebrations brings clients into 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

7-9 April & 18 June



Two more annual gifting events to focus on. Perfect reasons to remind your customer base that you offer unique gift experiences. 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

24 November & 25 December



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

