

Gift Vouchers

All you need to know to push Gift Vouchers Sales before Christmas

Sara Antoszewicz, eCommerce Manager at Net Affinity



Agenda

- Why Vouchers?
- Gift Voucher Trends
- 5 Tips on how to sell vouchers on your Website
- How to Promote Vouchers Online – Case Study

Why Vouchers?

benefits for your hotel

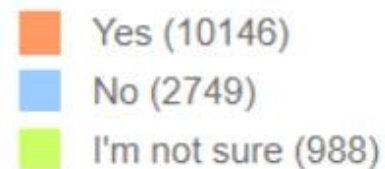
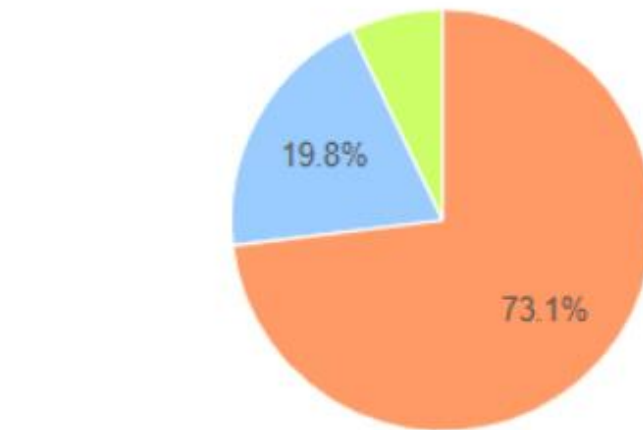
- **Keep your cashflow**
- Give your guests **flexibility** in the future
- **Cross sell** your property & each outlet within your hotel (dining, the spa, an overnight golf break etc.)
- **Email delivery & secure** automatic payment options

Source: NA Blog: [How can vouchers be of benefit to your customers in the current climate?](#)

Why Vouchers?

Will you do more of your Christmas shopping online this year?

Poll Results:



Why Vouchers?

Will you make an extra effort to 'buy Irish' this Christmas?

Poll Results:



Latest Gift Voucher trends

- Volume → **+30%!***
- Revenue → **+28%!***
- Avg Transaction Value → **-1%**

*Nov stats across ROI properties

Source: Net Affinity Booking Engine

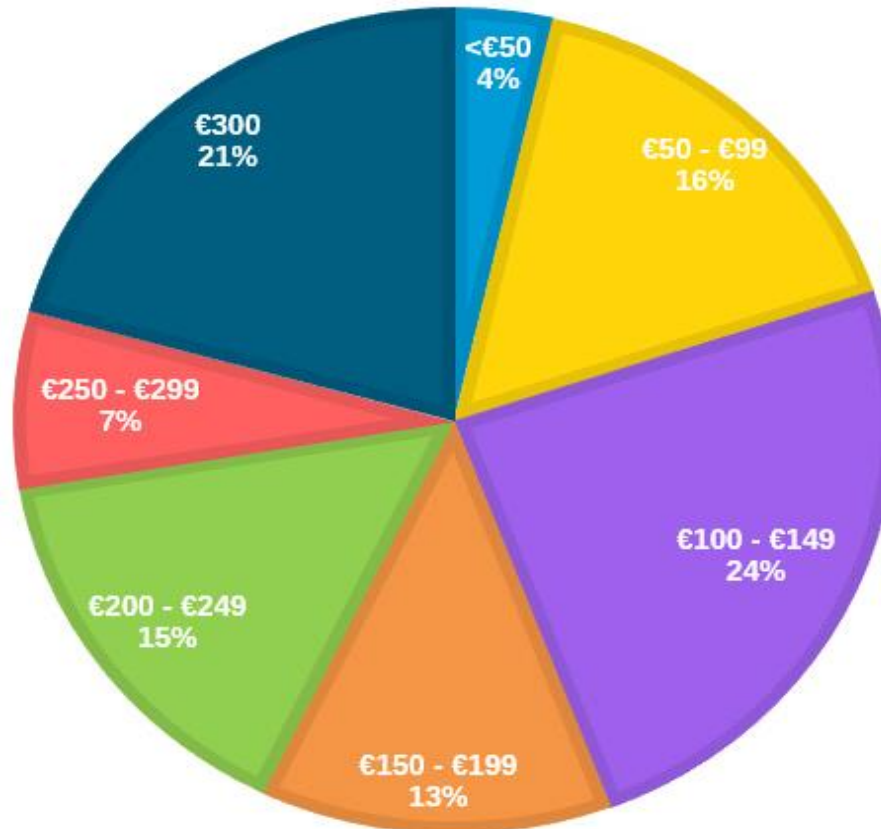
Image: unsplash.com



Latest Gift Voucher trends

Value

- 23% of all vouchers sold were **€1 – 99 in value***
- People are still buying vouchers – just not everyone can afford a splurge
- Smaller value vouchers can be used **to dine or use the spa**



*YTD across ROI properties

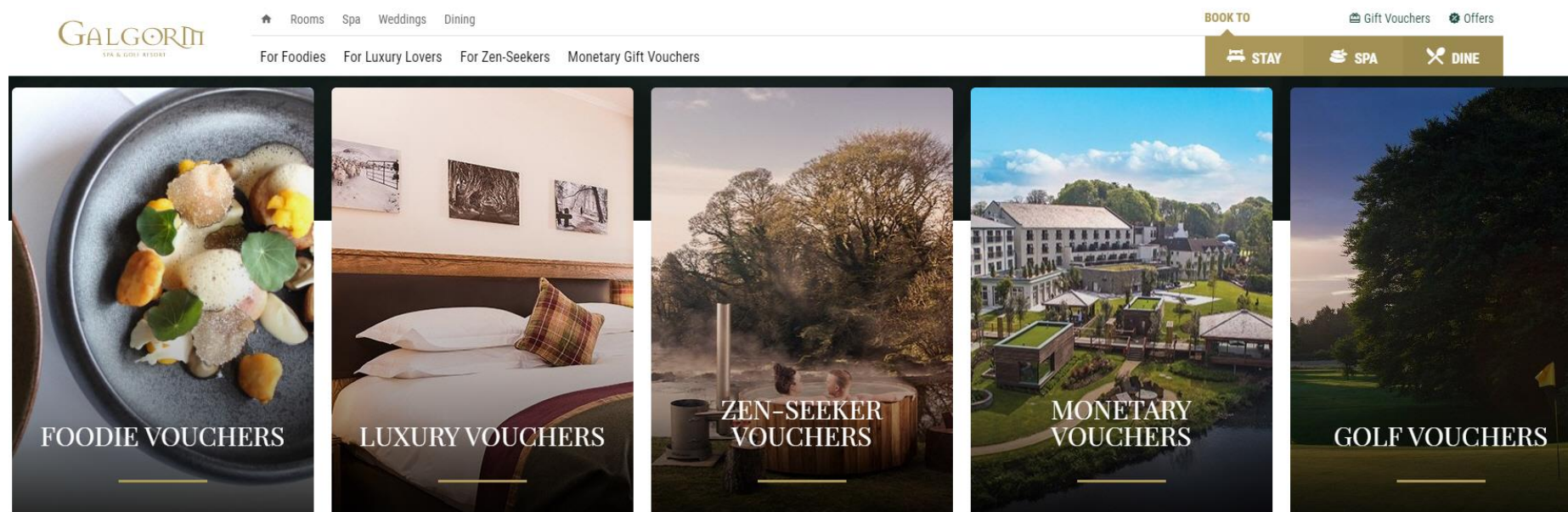
Source: Net Affinity Booking Engine

5 Tips on how to sell vouchers on your Website

5 Tips on how to sell vouchers on your Website

● Split Vouchers into categories

- Make your vouchers attractive to a variety of customers looking for different kinds of deals – monetary, dining, spa
- Make sure you don't have too many options (Paradox of choice)



[Source](#)

5 Tips on how to sell vouchers on your Website

netaffinity

● Use clear & encouraging voucher names and descriptions



The screenshot shows the Kilkea Castle website. At the top, there's a navigation bar with a home icon, the Kilkea Castle logo, and a language selector set to 'ENGLISH'. Below this is a horizontal menu with buttons for 'ALL', 'MONETARY VOUCHERS + 25% EXTRA' (highlighted), 'DINING', 'STAY AND PLAY VOUCHER', 'DINE & STAY VOUCHERS', and '4 BALL AT KILKEA CASTLE'. A 'SPA VOUCHERS' button is also visible below the main menu. The main content area is titled 'Monetary Vouchers + 25% Extra'. It includes a paragraph: 'We know your plans have changed during these unprec...' and another: 'We are delighted to offer you an EXTRA 25% VALUE on all...'. To the left, there's a small image of a castle and the text 'Monetary Vouch...'. Below this, it says 'Gift vouchers can be used toward... Castle, Carriage Rooms or The L... restaurants, in our newly opene...'. At the bottom of this section is a '+ ADD VOUCHER' button.



OUR GIFT TO YOU

€10 Gift Voucher for you
for every €100 worth of gift vouchers purchased online until November 30th

[PURCHASE NOW](#)



Give the gift of luxury this Christmas

A gift voucher for The Heritage is the perfect gift for that someone special this festive season


[BUY ONLINE](#)

5 Tips on how to sell vouchers on your Website

● Have your voucher T&C's in place

- Make sure your vouchers have the expiration date outlined, as per new legislation since Dec 2019

Voucher Details



Gift Card

€25.00

This voucher is valid for use in all departments of the Brandon House Hotel, including The Library Bar, The Gallery Restaurant, The Health and Leisure Club, The Solas Croi Spa and towards overnight accommodaton. Each order will receive an email confirmation.

For any queries please contact our main reception on 051 421703 available 9am - 9pm daily

[View Terms](#) ^

Vouchers are valid for 60 months from date of issue.

Dedication

Presented To *

Presented By *

5 Tips on how to sell vouchers on your Website

Have delivery options available

DELIVERY METHOD

☒ Send the voucher file to me by email attachment (to use until the physical voucher arrives)

☐ Send the voucher file to the recipient by email attachment (to use until the physical voucher arrives)

☐ Post directly to me I will give you my address

☐ Post directly to the recipient, I will give you their address

CONTINUE >

Each order receives an email confirmation.

DELIVERY METHOD

☒ Post directly to me, I will give you my address (Admin and Postage fee: €2.50*)

☐ Post directly to the recipient, I will give you their address (Admin and Postage fee: €2.50*)

☐ Click and Collect (available from 27 Nov 2020 12:00)

CONTINUE >

5 Tips on how to sell vouchers on your Website

Launch a Christmas-themed voucher



Christmas Gift Voucher

€25.00 - €500.00

This Christmas give the ideal present to a loved one, friend or colleague - a Gift Voucher for Manor West Hotel, Tralee, Co Kerry!

Our Gift Cards are also redeemable in our town centre sister property, The Ashe Hotel giving you even more choice and flexibility.

Please note this voucher confirmation page is proof of purchase only, not your actual voucher. We will post you a gift card in the coming days.

 **ADD VOUCHER**

5 Tips on how to sell vouchers on your Website

- Split Vouchers into categories
- Use clear & encouraging voucher names and descriptions
- Have your voucher T&C's in place
- Have delivery options available
- Launch a Christmas-themed voucher



How to Promote Vouchers Online – Case Study



- **Property Type:** 4* City Hotel
- **Goal:** Promoting one type of voucher as a package (complete hotel stay) rather than just a general monetary voucher campaign.
- **Strategy: Cross-Channel Campaign**
 - Google Display Remarketing
 - Google Discovery Remarketing & Prospecting
 - YouTube Bumper Ads
 - Facebook & Instagram Remarketing
 - Facebook & Instagram Prospecting – Be creative in targeting:
 - Roi & NI
 - UK, US, & Australia → **target expats abroad:** people who cannot travel home for Christmas and want to gift something special to their loved ones.
- **Effect: +43% in Revenue YoY from early November!**

How to Promote Vouchers Online

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- **Messaging:** A softer sell more emotive messaging will attract customers. It also needs to be simple and clear to the reader.
- **Imagery:** Imagery or design needs to be consistent across all channels and the hotel website. Images need to be creative and engaging with target market in mind.

Brook Lane Hotel Kenmare
Sponsored · 📍

Escape the ordinary - give the gift of a Brook Lane voucher to say thank you or I love you! Escape to the Wild Atlantic way - Sleep, Eat and Relax at Brook Lane Kenmare.

A graphic for Brook Lane Hotel Kenmare vouchers. It features a white card with a green leafy border. The card has the text "BROOK LANE HOTEL • KENMARE" in a serif font, followed by "Escape the Ordinary" in a script font, and "VOUCHERS" in a bold sans-serif font. The background of the card shows a collage of hotel amenities like food, drink, and a room view.

BROOKLANEHOTEL.COM
Escape The Ordinary!
Brook Lane Gift Vouchers

SHOP NOW

Clonmel Park Conference, Leisure & Spa Hotel
Sponsored · 📍

Surprise someone special this Christmas! Our gift vouchers are available for dining, afternoon tea and overnight stays and start from just €20!

A graphic for Clonmel Park Hotel vouchers. It shows a pair of hands holding a small blue gift box with a white ribbon bow. The background is a solid blue. The Clonmel Park Hotel logo is in the top left.

Clonmel Park Hotel

Surprise someone special this Christmas

CLONMELPARKHOTEL.COM
Christmas Gift Vouchers
Gift an experience this Christmas

SHOP NOW

Lake Hotel Killarney
Sponsored · 📍

Give a loved one something to look forward to this Christmas with a gift voucher from The Lake Hotel, valid for up to 5 years.

A graphic for Lake Hotel Killarney vouchers. It features a festive scene with a Christmas tree, silver reindeer figurines, and a blue gift box. The Lake Hotel Killarney logo is in the top left.

WWW.LAKEHOTELKILLARNEY.IE
Family Owned Irish Hotel
The Lake Hotel Killarney

SHOP NOW

Midleton Park Hotel
Sponsored · 📍

Make dreams come true this Christmas with a Talbot Collection Gift Voucher. Purchase Online !

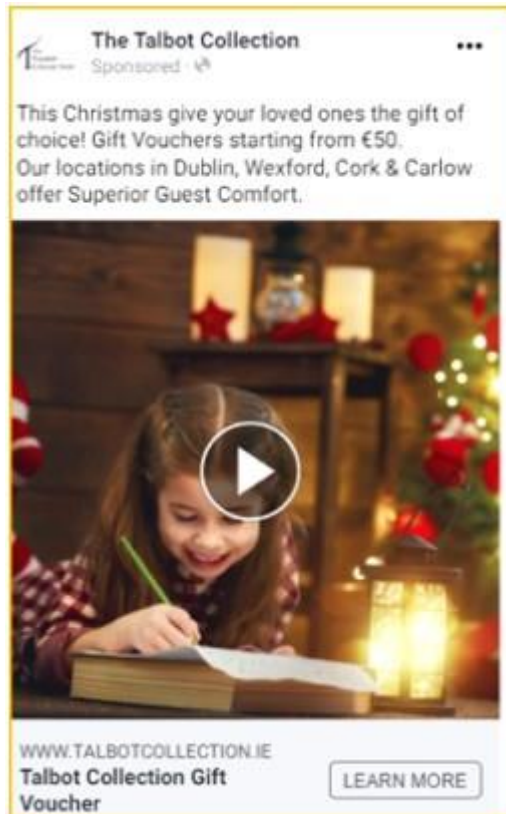
A graphic for Midleton Park Hotel vouchers. It shows a smiling woman in a Santa hat holding a red gift box, with a fireplace and Christmas lights in the background.

WWW.MIDLETONPARK.COM
Gift Vouchers 2020
Christmas is HERE 🎅

LEARN MORE

How to Promote Vouchers Online

- **Messaging:** A softer sell more emotive messaging will attract customers. It also needs to be simple and clear to the reader.
- **Imagery:** Imagery or design needs to be consistent across all channels and the hotel website. Images need to be creative and engaging with target market in mind.





Thank you!

Any questions?

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