



# MOTHER'S DAY

Data insights to help maximize your gift voucher sales.

# Mother's Day

A golden opportunity to maximise gift sales for this key gifting event.



3<sup>rd</sup>  
BIGGEST GIFTING EVENT  
OF THE YEAR

Mother's Day is the most important gifting event of the first 10 months of the year.



53%  
OF SALES

During Mother's Day Week, 53%\* of sales are Mother's Day gifts.

*\*Average of the past 4 years, only based on orders where the reason for purchase was confirmed.*



UP TO 7x  
THE SALES OF A USUAL WEEK

On average, we see gift vouchers sales doubling compared to an average week\* over Mother's Day week, but clients who run a strong campaign can sell up to 7 times more than usual.

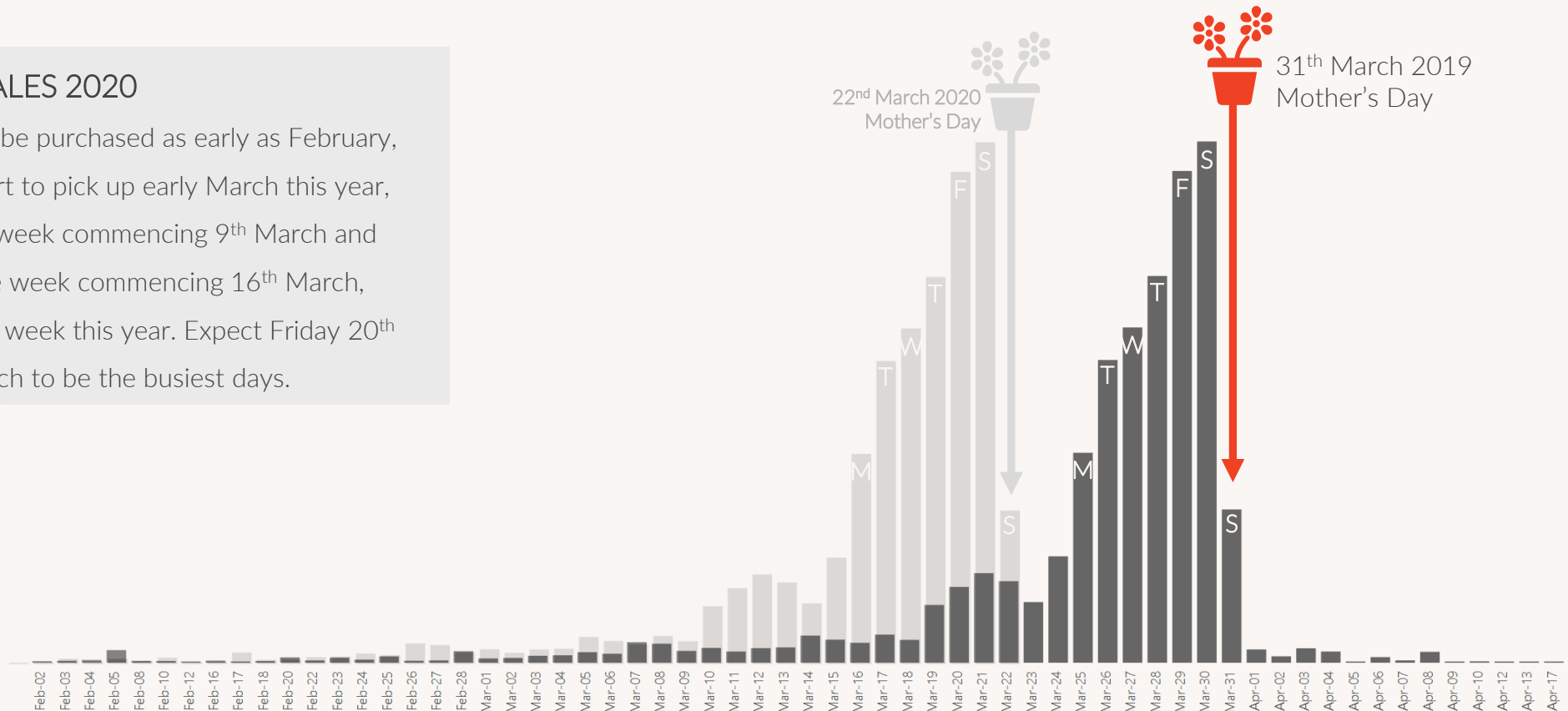
*\*Excluding Q4.*

# When?

Mother's Day week will be the strongest gift week this year... until Black Friday week.

## MOTHER'S DAY SALES 2020

Mother's day gifts will be purchased as early as February, but sales will really start to pick up early March this year, getting stronger from week commencing 9<sup>th</sup> March and continue to rise on the week commencing 16<sup>th</sup> March, which is Mother's Day week this year. Expect Friday 20<sup>th</sup> and Saturday 21<sup>st</sup> March to be the busiest days.



The chart only shows Mother's Day gifts sales - All venues - 2019





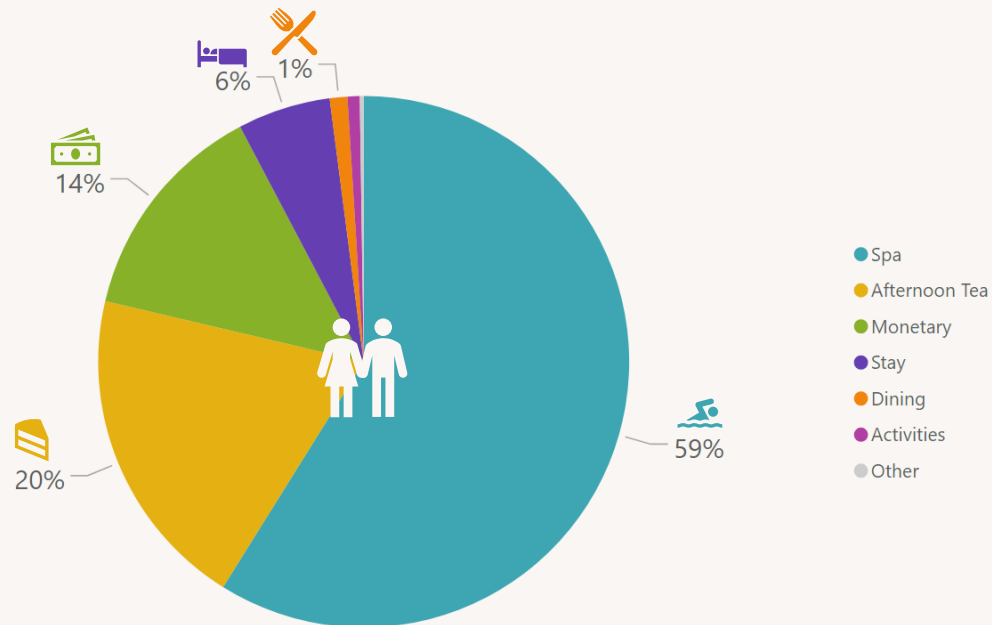
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To help you see the opportunity of Mother's Day for YOUR venue, we are focusing this analysis on **venues that are like you**, with a spa.

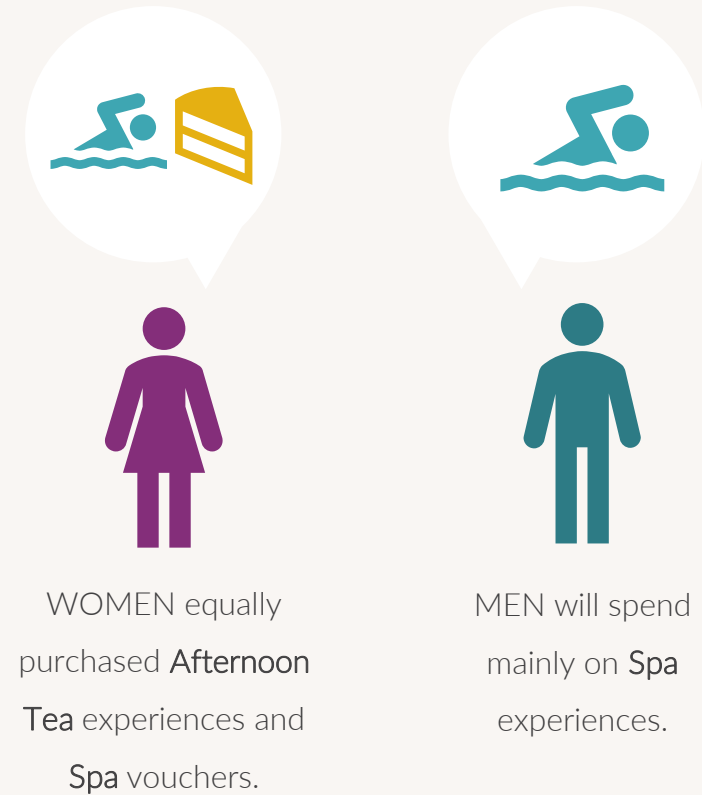


# What?

Spa experiences are by far the most popular type of gifts purchased for Mother's Day, followed by Afternoon Tea experiences.



The chart only shows Mother's Day gifts sales – All spa venues - 2019



Based on Mother's Day gifts sales only - 2018



# What types of voucher?

Get inspired by the best selling vouchers of 2019...

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## SPA PACKAGES



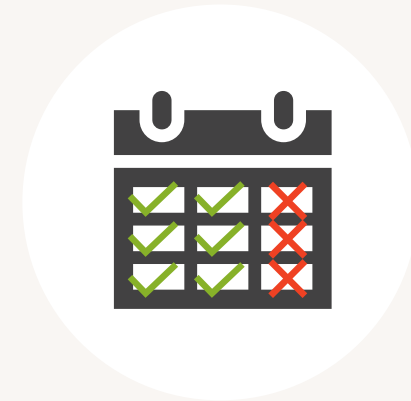
The top 3 vouchers sold for Mother's Day last year all included a spa treatment, access to the spa facilities and a lunch.

## SPECIAL NAMES



Last year, out of the 4 best selling vouchers, 2 of them had a special name, so get creative!

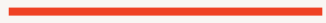
## MID-WEEK OFFERING



4 of the top 10 vouchers sold for Mother's Day last year were valid Monday - Thursday only. A mid-week offering will help fill your quieter days.

# Who is buying Mother's Day gifts?

Whether they are buying a gift for their mother or for the mother of their children, men will be the ones spending the most. Overall, buyers tend to spend around £10 less on Mother's Day gifts than for other occasions.



40%

of the buyers were  
WOMEN.

Usually, female buyers represent 60% of the buyers.

They will spend  
around £75.



60%

of the buyers were  
MEN.

Usually, male buyers represent 40% of the buyers.

They will spend  
around £130.

Expect  
a lot **more men**  
visiting your website  
**the week of**  
Mother's Day

# When's a good time to talk?

Before Mother's Day, have your messages out by 8am and/or before lunch time.

On Mother's Day, despite being a Sunday, have your messages out early to capture the last-minute sales.

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## Before Mother's Day

Most of the sales happen between 9am and 5pm.



## On Mother's Day

Most of the sales happen between 8am and 12pm.





# Get ready!

Sales start coming through for Mother's Day as early as February, but really start to pick up 3 weeks prior.

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February

## Plan

- Prepare your Enewsletters
- Schedule your social media posts
- Ensure Mother's Day is promoted on your website & gift site

28<sup>th</sup> February

## Campaign live

The majority of sales begin around 3 weeks prior to Mother's Day.

Last week

**70%** of **sales** are made during the week of Mother's Day.

If you have 'collect' or 'send by email' option available at your venue, be sure to let your customers know.

Mother's day

**10%** of **sales** made on Mother's Day



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What are your plans for Mother's Day this year?

We are already helping clients build their campaigns and look forward to helping with yours!



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As always, our friendly team are here to help. Please do get in touch with us.

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