

National Garden Gift Vouchers

The promotion

- Widely recognised brand – the only national gardening promotion in the UK.
- The longest running gardening promotion in the UK – established for over 50 years - worth around **£30M** to the industry each year.
- A hugely popular gift for gardeners – driving around **a million** customers to HTA member garden centres and retail nurseries each year.
- Available in paper or gift card format to suit your business needs.

What can it do for you?

- Being part of the scheme will drive footfall to your business by generating new customers and/or increasing the frequency of visits.
- When purchasing, customers spend on average **23%*** more than the value of the Voucher on other goods.
- Upon redemption, customers spend on average **57%*** more than the value of the Voucher on other goods.
- We provide free Point of Sale (POS) and marketing collateral including seasonal giveaways, giving you the tools to promote in store and grow sales.

**Based on 2018 member sales data*

How do I sign up?

Become a member of the HTA, if you're not already.

Call **0333 003 3550** or email **services@hta.org.uk** and ask to be put in touch with your local Member Support Manager.



How can I maximise sales?

- Make the most of the free Point of Sale merchandise and promote all over your store, and especially at the tills.
- Put the NGGV logo on your website and on all your marketing literature.
- Promote alongside your own gift vouchers if you have them – it will benefit sales of both.

What does it cost?

The HTA takes a 3% commission from member sales. This covers:

- Marketing and promotion
- Printing and distribution
- Administration costs
- A 1% donation to **Greenfingers** – a charity building magical gardens at hospices for children with serious illnesses.

All remaining proceeds from National Garden Gift Vouchers are reinvested to promote, nurture and support the horticulture industry. The HTA uses this vital income to put back into services for all members - be it lobbying, campaigns, learning and development or membership support.



Retailer benefits – at a glance

17%

margin on sales

20%

fee on redemption

= 3%

net cost used to run the scheme and to reinvest in the industry

Customers spend 23% more

than the value of the card when purchasing

Customers spend 57% more

than the value of the card when redeeming

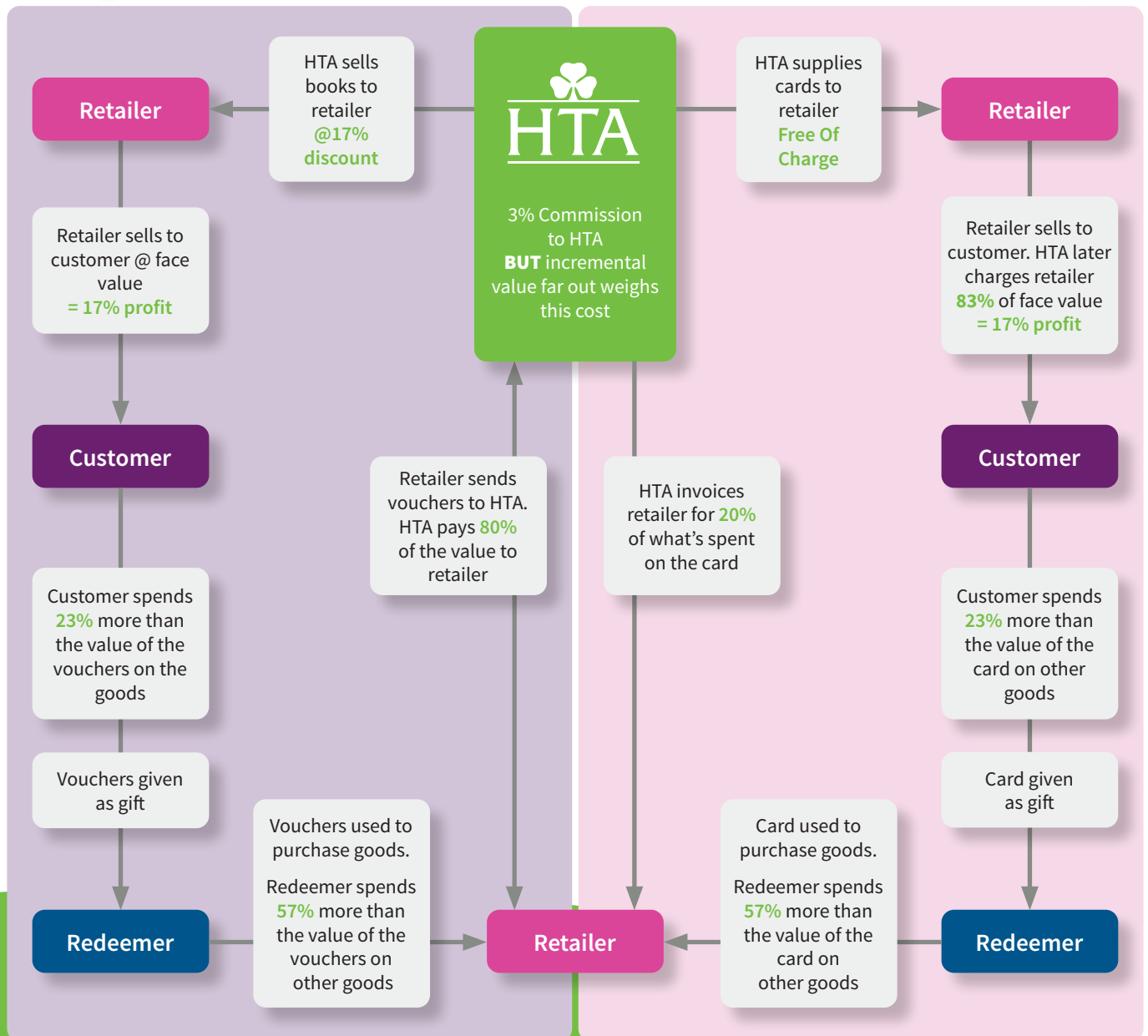


How it works



Vouchers

Gift Cards



"On average, we find that the customer spends at least twice the face value of the card when they come back to store, so we're getting a lot more in the till, and I'm sure that quite often when they purchase the card, those initial visitors are also buying, maybe not plants, but probably in our coffee shops or buying some other gifting cards, gift wrap and so on. So, we see multiple transactions on the back of one card sale."

Retailer, Lincolnshire