

# Cleveland Metroparks Gift Cards

On November 25, 2013, Cleveland Metroparks was the second government agency to implement gift cards in a nine state region that includes Ohio, Kentucky, Indiana, Tennessee, Michigan, Arkansas, South Carolina, North Carolina and Virginia.

December 19, 2013

# The Gift Card Industry

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- \$110 Billion was loaded onto cards in 2012
- 85% of the US population will participate in a gift card exchange, either purchasing or receiving
- Gift cards represent the most profitable square foot of selling space in retail locations
- Average card purchase was \$156.86 in 2012

# Gift Card Popularity

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- The #1 gift during the holiday season every year since 2007
- 50% of gift cards received during the holiday season were redeemed by the end of January
- Average breakage (money on cards that is never spent) ranges from 4-15%

# Gift Card Benefits

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## Increased Sales

- Attract new customers to the business: 55% of people who receive a gift card make more than one trip to totally redeem
- Retains full face value = no cash back
- Switching from paper certificates to gift cards typically increases sales by 50-100%
- 61% of recipients spend more than the card value
- Most consumers spend 25% more than the face value of the card when redeeming a card received as a gift

# Gift Card Benefits (Continued)

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## Increased Security & Reduced Fraud

- Cards have no value until activated
- Shoplifting is discouraged when signage states that no cash refunds will be given

## Easy to Use

- Works seamlessly with same solutions used for credit cards
- Electronic reporting and tracking



Cleveland Metroparks



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# Give the gift of nature this holiday.



Giftcard

Cleveland Metroparks

## Cleveland Metroparks Gift Cards Now Available!

Redeemable for Zoo, Golf, Tobogganing, merchandise and more.

### Give the gift of nature!

Starting holiday shopping? Cleveland Metroparks gift cards are now available! [Purchase one today!](#)

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ACTIVITIES  
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GETTING STARTED  
Plan your trip

REGISTER AND RESERVE  
Tee times, events and picnic areas

QUICK LINKS  
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# Results through December 17, 2013

After the first three weeks...

- sold 626 cards for a total of \$28,197.81
- 32% were sold on internet
- 17% at our two kiosk locations

# The Perfect Holiday Gift...

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this holiday.



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Tobogganing, merchandise  
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