



Are you ready for Valentine's Day?



As you know Valentine's Day is fast approaching and, as a multi-billion pound holiday in the UK, it's in your interest to try and capitalise on this!

Weekends away are top of the list when it comes to gifts which people would like to receive¹ and as a result we see a huge increase in travel-related searches in the run up to Valentine's Day².

Below we have provided some interesting data surrounding Valentine's Day as well as some tips that will help you to take advantage of the extra seasonal traffic and maximise your ROI.

If you have any questions on the information below, please feel free to contact us for more assistance and advice:

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People have already started searching for their Valentine's break!²



Web Search Volume: valentines breaks vs. valentines holidays vs. valentines hotels...

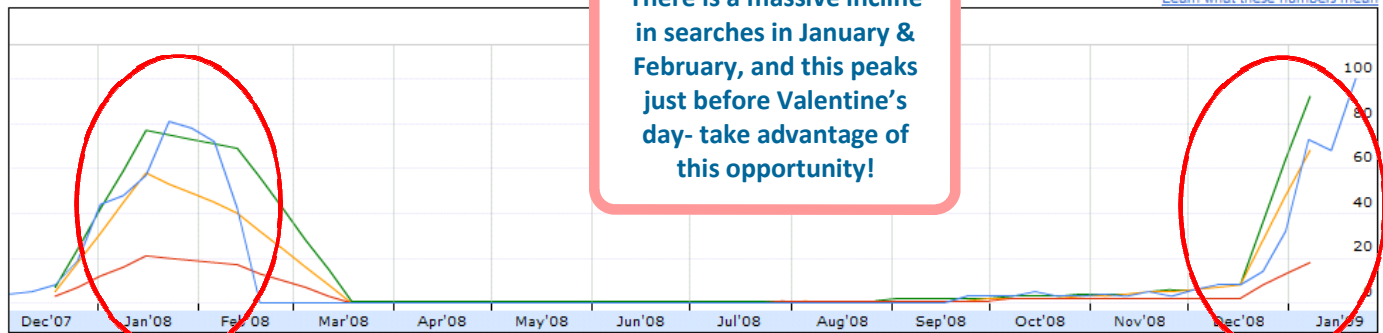
United Kingdom, Dec 2007 - Jan 2009

Totals

| | |
|---------------------|----|
| valentines breaks | 13 |
| valentines holidays | 4 |
| valentines hotels | 11 |
| valentines hotel | 16 |

Interest over time

News stories weren't found for your query. [Learn what these numbers mean](#)

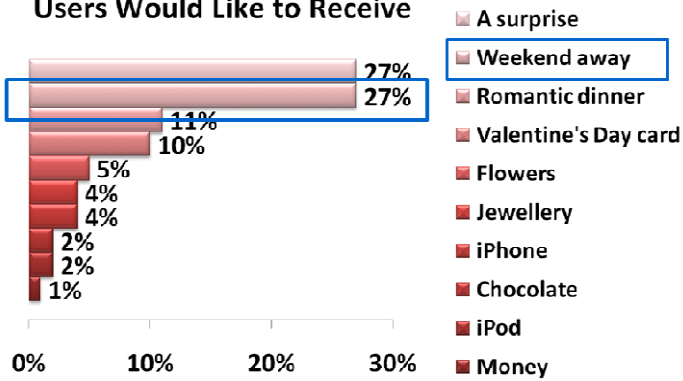


The majority of people in the UK give Valentine's Day gifts¹



Unsurprisingly, the majority of people in the UK plan to give their significant other a gift for Valentine's Day.

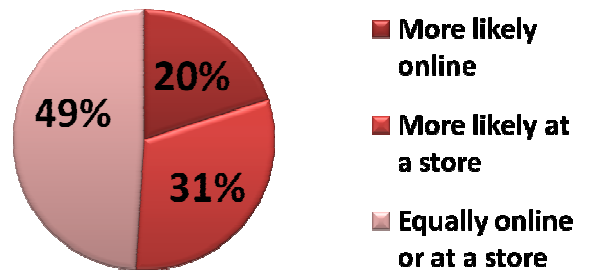
Leading Valentine's Day Gifts that Internet Users Would Like to Receive



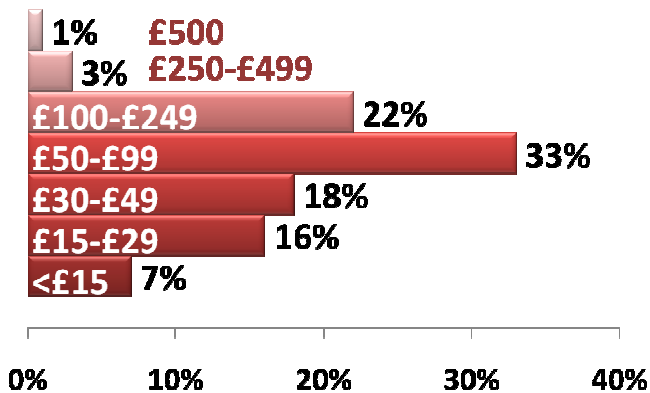
When it comes to what people would like to receive as a Valentine's gift, a weekend away is one of the top listed¹.

In an indication of how the UK is leading the world in online purchases, 20% of Valentine's Day shoppers in the UK are more likely to make their purchases online and 49% would equally buy online or in a store¹.

Where are UK shoppers likely to buy their Valentine's gifts?



Average Valentine's Day Gift Spend



55% of surveyed British Valentine gift givers plan to spend between £50 and £250¹.



Create a campaign to target Valentine's Day



valentines break

valentines breaks

valentines day break

valentines day breaks

valentines short break

valentines short breaks

valentines weekend break

valentines weekend breaks

Valentine's Breaks

Great Range Of Romantic Weekends Away, Book Yours Online Today!
www.ValentinesAds.co.uk

Valentine's Weekend Break

Book Your Valentine's Weekend Away Discounts When You Book Online!
www.ValentinesAds.co.uk



Sample ad text and keyword variations



hotel for valentines

valentines day hotel

valentines day hotels

valentines hotel

valentines hotel breaks

valentines hotel deals

valentines hotels

Valentine's Hotel Deals

Great Deals On Romantic Hotels Across The UK - Book Online!
www.ValentinesAds.co.uk

Hotels For Valentine's

Book A Hotel For Valentine's Day Online, Special Offers fr £x pppn!
www.ValentinesAds.co.uk

Tips for maximising Valentine's Day traffic



1. **Create separate campaign** with unique Valentine's Day ad texts and keywords
2. Use **Google Insights for Search** to see what searchers are most interested in and to research trends in more detail
3. Expand keyword lists using **Search-Based Keyword Tool**
4. Monitor **CPCs and adjust bids as necessary** to achieve optimal position
5. Use the **Google Content Network** to reach your target audience and complement your search campaigns

