

Are gift cards 5–10% of your restaurant's revenue?



Restaurant % gift card sales



4 ways to grow sales and keep guests coming back

A great dining experience is more than food—it's a feeling guests want to relive. That's why gift cards aren't just revenue drivers—they're loyalty engines.

They're the original experience gift, turning meals into meaningful moments that attract new guests and create lasting relationships. Here's how:

1 Gift cards increase your bottom line with minimal effort

Gift card programs add 5–10% to annual revenue for casual dining and up to 20% for quick-serve and coffee shops that are top performers.¹

You can **sell gift cards directly at your restaurant** and at other stores where your customers shop, bringing in more diners and boosting your revenue.



2 Diners spend more when they use gift cards

80% of gift card recipients spend beyond the card's value, especially at fine dining and fast casual settings.² Higher card values drive even greater spending.

Dining is the second-largest gift card category in the U.S., driven by demand for experiential gifts—like a fun night out alongside traditional presents.³

In fact, **30% of 2024 holiday gift card recipients reported trying a new brand**, highlighting how gift cards can attract new customers, including at restaurants.⁴

3 Gift cards make promotions tastier than discounts

Gift card promotions (like "spend \$100, get a free \$20 gift card") outperform traditional discounts.

They're **15% more appealing to shoppers** and deliver a 16% higher marketing ROI.⁵

They also **drive repeat visits**, often capturing two or more trips instead of just one.⁵

Restaurants use them to **promote new menu items**, increase traffic on slow days, and encourage app downloads.



4 Gift cards serve up memorable experiences that keep guests coming back

Build stronger customer relationships and improve loyalty with gift cards.

They're more than just a payment method; they represent celebrations and shared experiences, serving as mini-billboards in customers' wallets and purses, gently reminding them to return every time they look inside.

Talk to BHN

Launching or expanding your restaurant's gift card program is easier with our leading digital gifting platform. We provide the tools and support you need to customize it to fit your brand and menu, creating a seamless experience your guests will love.

Ready to turn your tables into memory-makers?

Let a BHN gift card expert show you how.

BHN.com

866.829.0707

1. BHN Digital Gifting and Promotions Sales Overview, 2024

2. BHN EQ Global Spring Gifting, 2025

3. BHN U.S. Commerce 3P Closed Loop Sales, 2025

4. BHN EQ Post-Holiday Study, 2024

5. Next Generation Promotions, Aberdeen Research, 2024

© 2025 Blackhawk Network, Inc. All rights reserved.

