

Win at Gifting

Putting your experiences in front of motivated gift buyers





Our Story

- ✓ America's premier Experience Gift company
- ✓ Part of the Virgin family, Private Equity owned
- ✓ Highly recognizable and aspirational brand
- ✓ Delighting customers for over 15 years
- ✓ Over 2,100 experiences available nationwide - from track days and flying lessons to wine tastings and city tours
- ✓ Continuously sourcing the right gift for our customers to buy for loved ones
- ✓ Proud to uphold the Virgin values of great quality, value and customer service
- ✓ Our customers buy with confidence - A+ Better Business Bureau rating, 4.7 Star Trustpilot rating

The experience economy

It's on fire! 🔥

The U.S. Experience Gift market is estimated at \$1 billion with substantial scope for future development

Virgin Experience Gifts (U.S.) and Virgin Experience Days (UK) together account for almost 1.4 million purchases each year

An Eventbrite survey revealed 63% of U.S. adults would prefer to receive an experience gift over a material gift

In a survey conducted by PricewaterhouseCoopers, millennials said some 52% of their holiday spending would be on experience-based purchases

Advertising Age magazine has noted "Consumers today are broadly catching on to the notion that experiences make you happier and are as valuable - or more - than buying fancy things."



Our Experiences

Over 2,100 to discover, with something for everyone

From culinary tours to once-in-a-lifetime fighter jet flights

We're constantly sourcing eye-catching and on-trend additions

Gift-giving-focused for those who want to gift different



Win at Gifting with Virgin Experience Gifts

The Best Experience Providers

Virgin Experience Gifts partners with over 600 top-rated experience providers across the United States. By handpicking and vetting every experience we offer, we can ensure that our customers have a safe, fun, and truly memorable day out.



What do our customers say?



“This Glass Working class was awesome!”

This Glass Working class was awesome! We made paper weights & the instructor was very helpful in guiding us through the process and answering every one of our questions. Would definitely recommend this class!

Kerry
Romantic Glass-Working Class



“Fantastic Experience!”

Fantastic experience! Great time with a knowledgeable, friendly, and easy-going instructor. Saw the beauty of Monterey Bay, Santa Cruz, Carmel, and Highway 1 from the air. Even saw some whales!

Dmitry
Learn to Fly Big Sur



“Cannot put into words what this meant to me!”

This was purchased as a gift from my wife and kids [...] and was the best gift they've ever gotten me... Cannot put into words that this meant to me. Thanks to everyone there for making it a once in a lifetime experience for me!

Jeff
Drive a NASCAR

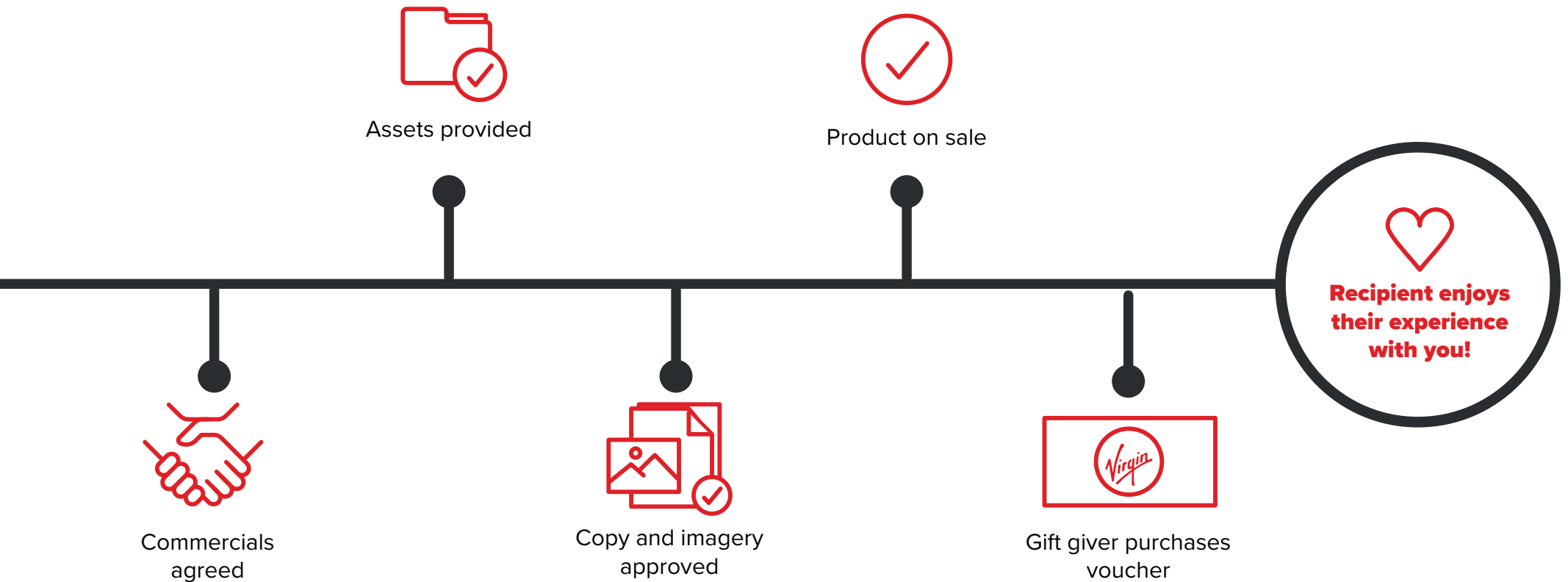
Leverage our **Brand & Reach** to drive your sales

Unrivaled reach in US Consumer Gifting and Corporate Reward & Recognition markets.

- 96% Virgin brand awareness in the United States
- Consistently high organic and paid search rankings for countless activity gifting terms
- Motivated customer base year-round, purchasing gifts for birthdays, anniversaries, and more
- Extended reach via multiple routes to market including major retailers, corporate rewards programs, and strategic partnerships



How to get started with Virgin Experience Gifts



**We'd love to discuss the
potential of partnering with you!**



Partnerships Team

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