

Romantic Gifts Begin With A Shared Experience

Save Time With Online Shopping And Give The Gift Of True Romance—Time Spent Together

(NAPS)—What makes for a romantic gift in an age that demands more creative options than just the traditional flowers or chocolates? According to e-commerce experts, a gift-giving “revolution” is underway, redefining the romantic gifts we choose for our partners, not only for special occasions like weddings, anniversaries or Valentine’s Day, but for birthdays, showers and everyday surprises.

One key development is the “experiential” gift. For example, GiftCertificates.com offers gift certificate options for a selection of experiences, including fine dining, travel, recreation and even spa treatments. “We have found more and more customers seeking the gift of a shared experience, designed to be enjoyed together,” remarked Bertina Ceccarelli, executive vice president, consumer marketing at GiftCertificates.com. “Gift certificates are the perfect way to give an experience—with creative options that range from a weekend resort escape, to a day of skiing or golf, to a romantic gourmet meal—even sports car racing courses.”

While consumers once favored physical, gift-wrapped presents, online providers of gift certificates have developed a selection of packaging options and greeting cards to ensure each gift will appeal to loved ones. And since presentation is such a key factor in romantic gift-giving, gift certificates can now be delivered with customized personal messages of your choice, just as you would for a flower delivery. Ideal to suit any



size, taste or preference, gift certificates virtually eliminate the need for awkward gift returns or exchanges.

With increasing online shopping options, more choices are available for romantic gifts—either for your loved one or a favorite couple—than ever before. A leading Internet marketplace for gift certificates, GiftCertificates.com offers many options in experience-related gifts from merchants like American Airlines and Marriott Hotels, Resorts & Suites for travel gifts; SpaWish.com or Georgette Klinger for beauty and spa treatments; Bally or Saks Fifth Avenue for fashion gifts, and such romantic fine dining establishments as Spago and Gramercy Tavern. For maximum flexibility, the site also offers its own selection of *SuperCertificates* that can be redeemed for merchant gift certificates from a variety of experience-related categories. For more information, visit www.GiftCertificates.com.