

Love Spend Is in the Air

VisaNet data shows that overall spend on Visa during Valentine's Day takes a generous leap. As we approach the heartwarming day, here's a look at 2015 holiday spend.¹



Valentine's Week

Compared to an average week, Visa cardholders are increasingly spending through Valentine's Day, with the 13th being the most popular shopping day.²



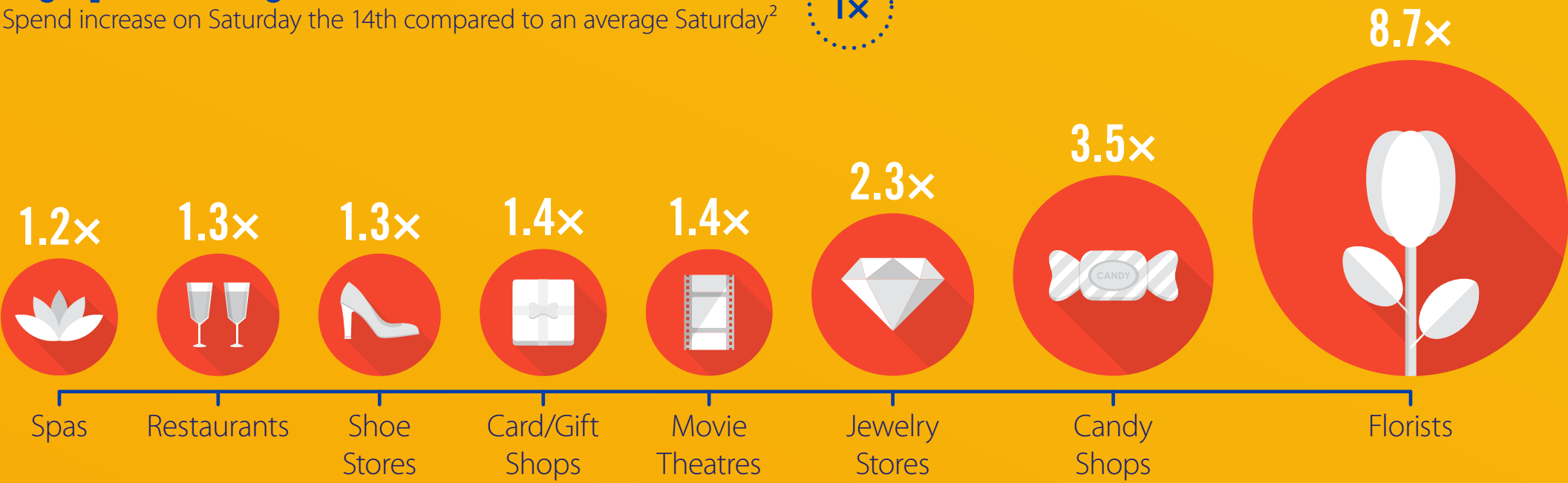
Top Categories

Flower sales increased nearly 9 times compared to an average Saturday, with candy/chocolates and jewelry making the top three.

Big Spend Categories

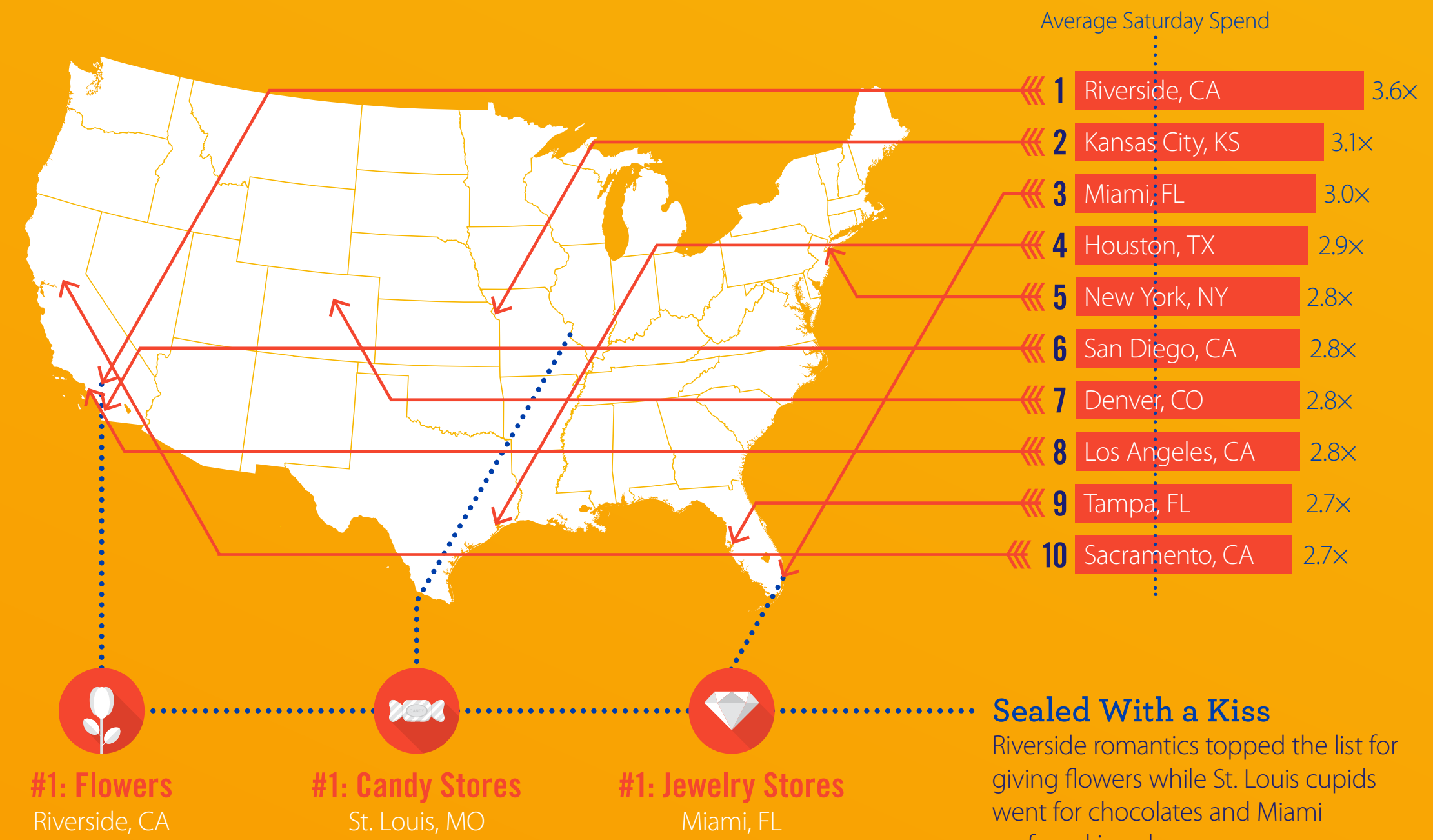
Spend increase on Saturday the 14th compared to an average Saturday²

1x



Most Romantic Cities

Across the country, spend was on the rise. Among the largest U.S. cities,³ Riverside, Kansas City, and Miami saw a triple increase on Valentine's Day compared to an average Saturday.⁴



Sealed With a Kiss
Riverside romantics topped the list for giving flowers while St. Louis cupids went for chocolates and Miami preferred jewelry.

SOURCES: ¹VisaNet data from Jan. to Mar. 2015. Based on face-to-face transactions on all U.S.-issued Visa Consumer Credit/Debit/Prepaid. ²Spend growth compared to the same day average for the quarter, from Jan. to Mar. 2015. ³Top 30 cities determined by overall spend size on Visa. ⁴Spend growth in Valentine's Day-related categories on Saturday, February 14th, over an average Saturday during the quarter of Jan. to Mar. 2015.