Las Vegas Market
Trends and Best Sellers

for Hospital Gift Shops

CAHHS RETAIL BUYER PANEL

FACILITATED BY LILLY STAMETS
Agenda

- Introduction
- Purpose
- Trends
- Best Sellers
- Research
- Panel
- Summary
Purpose

1. Learning Objective
   - Apply learnings of what is trending in the Retail Industry
   - Translate trends to product in your Gift Shop
   - Learn from Peers

2. Professional Development
   - Learn how to Research Trends and Best Sellers
   - Take away best practices

3. Identify Predictive Resources
   - Peers
   - Vendors
   - Gift Shows
   - Social Media
   - On line research
   - Publications
   - Associations
   - Buying Groups
Trends
Consumer Behavior Trends

1. Consumers increasingly use their **mobile devices** in the shopping process.

2. They expect more personalized, **relevant** shopping experiences.

3. They **research online** and **purchase in-store**.

4. These practices and preferences have been steadily advancing, so it is easy to predict and **prepare** for the continuing trends.  

   Forbes 12/28/2017
Trends Under-the-Radar

1. Leaving Wallets at Home
2. Small will be the next big thing
3. Male purchasing
4. Co-shopping

1. Digital Wallets
2. Local shops
3. Men outspending women by 13%
4. Shopping is divided

Source: Forbes
PRODUCT LIFECYCLE

SALES

TIME

INTRODUCTION
GROWTH
MATURE
DECLINE

Trends Bend
Color Trends
Pantone Institute

2008
2009
2010
2011
2012
2013
2014
2015

2016
2016
2017

2018?
COLOR OF THE YEAR
2018
ULTRA VIOLET
Cultural Trend

Year of the Dog
Emerging Trends: Mobile Meets Brick and Mortar
Just Walk In

Just Walk Out
Current Trend

Predictable Trends:
EX: Action Figures =
Gaming
Social Media
Smart Phone
Movie
TV
Print
Events
Best Seller
Books

The New York Times
BESTSELLERS

LEONARDO DA VINCI
WALTER ISAACSON

“MAGNIFICENT AND SPELLBINDING.” —DAVID McCULLOUGH

BY THE AUTHOR OF THE NEW YORK TIMES BESTSELLERS
STEVE JOBS AND EINSTEIN
Research

1. Peers
2. Vendors
3. Gift Shows
4. Social Media
5. Publications:
   - AHVRP Retail Calendar
   - Gift and Decorative Accessories
Panelists
Cheryl Call
Teresa Connelly
Debbie Jackson
Katrina Magnin
Donna Marineau
Yvonne Miles
Lilly Stamets, Facilitator
Lilly Stamets

Former Manager for Hospital Gift Shops:
UCSF Health
Kaiser Permanente
El Camino Hospital

Associations
CAHHS SME: Subject Matter Expert
AHVRP Retail Committee

Consultant to Hospital Gift Shops
Cheryl Call
Director of Volunteer Services, Gift Shop, Chaplaincy & Language Services
Utah Valley Hospital / Intermountain Health, Provo, UT

Sales: $875,000
NOI: 22% of Sales

Sq. Ft.: 1,326
Beds: 384
Theresa Connolly, Key Account Executive
DM Merchandising
Debbie Jackson
Gift Shop Manager
Washington Hospital, Fremont, CA

Sales: $116,240
Sq. Ft.: 300
Beds: 341
Gift Shop at Washington Hospital
Katrina Magnin
Manager, Gift Shops
Palomar Heath
Escondido, CA

Gift Shop Sales:
Sq. Ft. : 714
Beds: 714
Donna Marineau
Manager, Gift Shop
Mission Hospital,
Mission Viejo, CA

Sales: $450,000
Sq. Ft.: 800
Beds: 345
Yvonne Miles

Corporate Director of Merchandising
San Diego Zoo Global

Sales: $28,700,000
Sq.Ft.: 300 – 13,000
Employees: 2,500
Visitors: 3,200,000
$ per Visitor: $8.97 approx.

$ per Transaction:
Veterinary Medical Center
San Diego Zoo Veterinary Medical Center
BOTTLE FEEDING IS JUST THE START ...

LEARN MORE
Questions ?
MAY YOU BE PROUD
OF THE WORK YOU DO
THE PERSON YOU ARE
AND THE DIFFERENCE
YOU MAKE