Valentine’s Day by the numbers

**Average Expected Spending (2019)**

- **Men:** $229 on Valentine's Day
- **Women:** $97 on Valentine's Day

**% Purchasing Popular Gifts**

<table>
<thead>
<tr>
<th>Gifts</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lollipop</td>
<td>48%</td>
<td>57%</td>
</tr>
<tr>
<td>Rose</td>
<td>55%</td>
<td>17%</td>
</tr>
<tr>
<td>Dinner</td>
<td>37%</td>
<td>31%</td>
</tr>
</tbody>
</table>

**Celebrating Valentine’s Day?**

- **49%** Celebrating
- **51%** Not Celebrating

**Miami by the Numbers**

- Miami was #5 on the list of top Valentine’s Day Destinations in 2018 per hotel bookings
- Miami is ranked #3 for most expensive three-course meal for two in the United States
- Miami is ranked #9 for most activities held on Valentine’s Day compared to largest 100 cities in the United States

Sources: National Retail Federation, Wallet Hub, Hotels.com