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Valentine's Day Price Index 2017

The cost of a perfect Valentine's across the globe

- Los Angeles is the most expensive city to celebrate love worldwide
- Prague is the most affordable city worldwide for Valentine's Day
- For the cost of a day of romantic activities in Los Angeles, a couple could buy return flights to Prague and still have enough money to enjoy all the same activities in the Czech capital
- Venice second most expensive city worldwide

Berlin, Germany, 07/02/2017 - Online florist [BLOOMY DAYS](#) conducted the [Valentine's Day Price Index 2017](#) to better understand the varying global costs of celebrating romance. After observing that the average price spent on Valentine's bouquets varied largely from city to city, the online flower retailer researched the costs of popular Valentines gifts and activities around the world, with the study revealing that location greatly impacts the cost of romance. For instance, the same Valentine's Day gifts in Prague cost a total of €430.84, compared to a grand total of €1,237.45 in Los Angeles, USA.

To carry out the research, BLOOMY DAYS investigated costs for the most popular romantic activities and gifts in 50 cities worldwide. The Index takes into account the average costs for a dozen red roses¹, a day ticket for two to a spa², a meal and wine for two in a Michelin star standard restaurant³, an evening for two to the movies (with snacks)⁴, and a night in a luxury hotel⁵.

Bruges, Belgium places 12th in the Valentine's Day Price Index, with an overall cost of €601.60 for all activities. This compares to Prague, Czech Republic at €430.84, the most affordable city to celebrate Valentine's Day, whilst Los Angeles, USA is the most expensive at €1,237.45. For the cost of a romantic day in Los Angeles, two people could afford all the romantic activities in Prague and still have enough money left over for return flight Los Angeles-Prague over the Valentine's period.⁶

The five most affordable cities worldwide are:

City	A Dozen Red Roses	Day at a Spa	1 Michelin Star Dinner w. Wine	Cinema Tickets w. Snacks	Night in a Luxury Hotel	Total
1 Prague, Czech Rep.	€24.43	€72.00	€209.04	€19.87	€105.50	€430.84
2 Cork, Ireland	€36.00	€100.00	€121.95	€22.87	€176.00	€456.82
3 Madrid, Spain	€33.55	€72.00	€198.00	€16.10	€178.50	€498.15
4 Belfast, UK	€32.23	€112.03	€178.52	€27.46	€181.00	€531.24
5 Cardiff, UK	€33.42	€113.14	€191.72	€30.21	€166.50	€534.99

Whilst the five most expensive cities worldwide are:

City	A Dozen Red Roses	Day at a Spa	1 Michelin Star Dinner w. Wine	Cinema Tickets w. Snacks	Night in a Luxury Hotel	Total
46 Zurich, Switzerland	€42.63	€111.92	€389.92	€52.29	€380.00	€976.76
47 Sydney, Australia	€86.25	€62.40	€555.19	€40.80	€235.00	€979.64
48 New York, USA	€71.68	€85.28	€466.40	€47.53	€322.50	€993.39
49 Venice, Italy	€44.00	€70.00	€460.00	€35.00	€403.00	€1,012.00
50 Los Angeles, USA	€47.79	€132.66	€516.10	€37.90	€503.00	€1,237.45

Further findings from the International results include:

- The most affordable city worldwide to buy a dozen red roses is Cape Town, South Africa at an average price of €20.88.
- The most expensive city worldwide to buy a dozen red roses is Sydney, Australia at an average price of €86.25.
- The most affordable city worldwide for a spa day for two is Toronto, Canada at €50.37.

- **The most expensive city worldwide for a spa day for two is Copenhagen, Denmark at €134.52.**
- **The most affordable city worldwide for a Michelin Star Dinner with wine is Cork, Ireland at an average price of €121.95.**
- **The most expensive city worldwide for a Michelin Star Dinner with wine (or its nearest equivalent) is Sydney, Australia at an average price of €555.19.**
- **The most affordable city worldwide for two cinema tickets with snacks is Cape Town, South Africa at an average price of €9.68.**
- **The most expensive city worldwide for two cinema tickets with snacks is Zurich, Switzerland at an average price of €52.29.**
- **The most affordable city worldwide for a night in a luxury hotel is Prague at an average price of €105.50.**
- **The most expensive city worldwide for a night in a luxury hotel is Los Angeles, USA at an average price of €503.**

Those looking to spend some quality time with their loved ones on Valentine’s Day can use the table to see which cities near or far offer the most romance for their money.

“We believe little luxuries needn’t be costly, whether it’s a vase of roses on your doorstep or a romantic city break away,” stated Lucas Bast, CMO of BLOOMY DAYS, “This study is interesting for those planning a last minute Valentine’s getaway and those curious as to where they can get a great deal on romantic gestures.”

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1We looked at the cost of a dozen roses, both in several online retailers and at least 5 flower shops across each city. These were then averaged to find the cost presented in the research.

2We found the top 3 ranked spas and wellness centers in Tripadvisor for each city and then averaged the cost of a day pass for two people.

3We researched the price of dinner for all Michelin star restaurants in the city, where available, and then averaged the cost of their full course Valentine’s Day special meal for two plus wine. In countries where the Michelin star system is not in use, we selected restaurants which met similar requirements in equivalent guides. Although not

everybody will celebrate Valentine's Day at a Michelin star outlet, the research is valid for restaurants at large as the city to city cost comparison will be proportionate to the values displayed here and an indicator of the expense associated with a meal in that city.

4We looked at the price of going to the movies for 2, plus popcorn and a drink in at least 3 movie theatres in the city and then averaged the price.

5We looked at all 4 and 5* hotels for Valentine's Day in each of the cities ranked and averaged the average cost of a night for two, in a regular room. We selected 4 and 5* hotels, however the cost for hotels from city to city will remain proportionate to the outcomes of the ranking, regardless of their star rating.

6Flight prices checked on 31st January 2017 and are representative of Lufthansa non-stop return flights between the two locations for the required time period, Munich-Dresden, and Aeroflot 1-stop flights Los Angeles-Prague for the required time period.

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About BLOOMY DAYS: BLOOMY DAYS is the brand when it comes to the delivery of fresh and seasonal cut flowers. Founded in 2012 by Franziska von Hardenberg, the company has become an integral player in the market. The stylish bouquets can be ordered two ways and are a great gift idea as well as the perfect solution for enhancing any home and office. As the inventor of flexible flower subscriptions, BLOOMY DAYS is the first mover in a rapidly growing new market segment. The flowers can be ordered in a weekly, bi-weekly or monthly delivery cycle and thanks to additional flexible options, such as pausing and terminating the subscription at any time, customers can enjoy a perfect product experience. BLOOMY DAYS has recently become an official partner of the Royal Porcelain Manufactory KPM.

Additional tables;

The ten most and least affordable cities worldwide for Valentine's Day:

#	City	Total	#	City	Total
1	Prague, Czech Rep.	€430.84	41	Geneva, Switzerland	€895.20
2	Cork, Ireland	€456.82	42	Washington DC, USA	€896.78
3	Madrid, Spain	€498.15	43	Boston, USA	€920.99
4	Belfast, UK	€531.24	44	San Francisco, USA	€959.77
5	Cardiff, UK	€534.99	45	Melbourne, Australia	€970.96
6	Berlin, Germany	€551.44	46	Zurich, Switzerland	€976.76

7	Vienna, Austria	€553.65	47	Sydney, Australia	€979.64
8	Brussels, Belgium	€574.90	48	New York, USA	€993.39
9	Lisbon, Portugal	€575.40	49	Venice, Italy	€1,012.00
10	Vancouver, Canada	€576.81	50	Los Angeles, USA	€1,237.45