

Abstract

COUPON TICKET ISSUING DEVICE AND SALES PROMOTION SYSTEM

An objective of the present invention is to promote sales, by enhancing a usage rate of a coupon ticket. A coupon ticket issuing device 1 is provided with a coupon information database 13 which stores a plurality of sales promotion information items, incentive contents of which change in accordance with elapsed time from a time when the coupon ticket was issued. When the control section 11 receives from an input device 2 an issuing request as to the coupon ticket on which one sales promotion information is listed, the control section 11 obtains from the coupon information database 13 the one sales promotion information item based on the issuing request thus received. Then, the printer 4 issues the coupon ticket listing the time when the ticket was issued and the obtained sales promotion information.