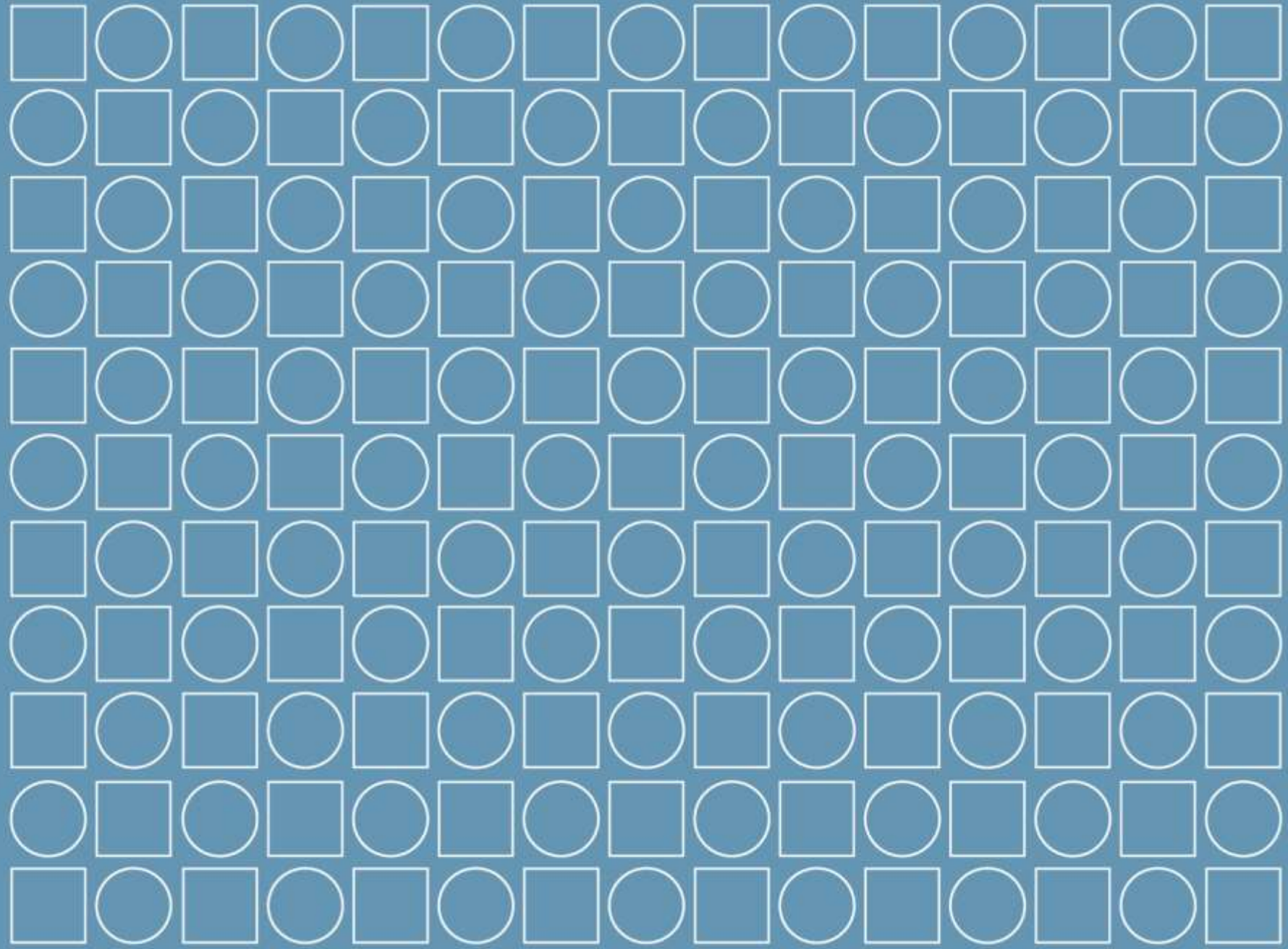


GCVA & PR  
Agency One

Press & Media  
Coverage

February 2023



# The Gift Club – State of the Nation 2021 figures



**Title:** The Gift Club

**Date:** 01.02.23

**Link:** <https://the-gift-club.com/news/how-choice-collaboration-and-community-are-transforming-the-gift-card-industry/>

**MUU:** 2,760



## How Choice, Collaboration and Community are Transforming the Gift Card Industry

**By Colin Munro, Managing Director, Miconex**

High street brands want to be a part of their local Town & City Gift Card because they drive footfall and sales, helping local communities to thrive, thus enhancing CSR efforts. Independent businesses want to be a part of their local Town & City Gift Card because it brings new customers through the door, puts money in the till and drives awareness. Customers want to be a part of their local Town & City Gift Card because they want to support local. And what unites them all is a desire to support locals and be a local hero.

Multi-store gift cards represented 38% of sales in 2021, up from 25.5% in 2020 (GCVA). In 2022, Town & City Gift Cards research, 67.3% of consumers said they would prefer to receive a multi-store gift card vs. a single retailer gift card. As well as wanting to receive multi-store gift cards, consumers want to buy them too, with 67.3% preferring to buy multi-store gift cards for others. Once again, it comes down to choice.

# CWB:

**Title:** CWB

**Date:** 06.02.23

**Link:** <https://cwb-online.co/gift-cards-provide-january-boost-for-small-businesses/>

**MUU:** 3,500

**DA:** 34

## Gift cards provide January boost for small businesses

BY LAURA TURNER

Following the busiest time of the year for gift card gifting, experts at the Gift Card and Voucher Association ([GCVA](#)) estimate UK adults spent as much as £122m from gift cards in January to combat seasonal blues and boost the economy.

Furthermore, gift cards can play a key role in supporting small businesses in January, with research showing gift card holders are keen to support their local high street. In the 2022 [State of the Nation research](#), 28.8% of monthly gift card purchasers said supporting local businesses was a motivation for buying gift cards. Plus, 26.4% said they will continue to purchase gift cards as a means to support local companies.

Businesses can benefit from increased brand awareness and loyalty if customers are encouraged to spend their gift cards. Over half of those receiving a gift card in the past three years have been introduced to a new business via this format. This figure rises to 67.3% of Gen Z consumers. In addition, over half of those who are introduced to a new business become regular customers.

### Commenting is Gail Cohen, director general of the GCVA

"GCVA data shows that 90.3% of customers will spend their gift cards within six months, with 98% typically spending them within a year. However, businesses should look to encourage consumers to spend as soon as possible. Gift cards are not a present for the top drawer and provide a valuable means to increase brand loyalty, introduce new customers to the business, and boost January revenue.

"With a large number of consumers receiving a gift card over the Christmas period, be it from friends and family, an employer or as a loyalty reward from a business, there is huge potential to increase post-Christmas sales. Customers can be encouraged to treat themselves, online or in-store, to an uplifting gift to combat the January Blues, whilst supporting businesses at the same time."





**Title:** A1 Retail

**Date:** 27.02.23

**Link:** <https://www.a1retailmagazine.com/latest-news/global-gift-card-conference-returns/>

**MUU:** 7,170

**DA:** 36



## Global gift card conference returns to celebrate continued growth of industry

The **Gift Card and Voucher Association** (GCVA) has announced the return of its annual two-day conference, which unites over 400 major players across the UK and international gift card community to celebrate the continued growth, innovation and diversification of the industry.

With the sector now estimated to be worth over £7bn, the gift card and voucher industry is growing rapidly. It continues to expand its reach beyond gifting, with gift cards now used extensively for corporate rewards, customer incentives, self-use and insurance payouts.

Taking place on the 1<sup>st</sup> and 2<sup>nd</sup> of March, at the Hilton London Bankside, the conference is an opportunity for industry professionals to hear the latest data on the sector's ongoing growth and evolution. The GCVA will also be launching its whitepaper analysing the role of the gift card beyond gifting and revealing new industry insight from KPMG and Global Data.

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**Retail Times**  
**be inspired**

**Title:** Retail Times

**Date:** 27.02.23

**Link:** <https://retailtimes.co.uk/global-gift-card-conference-returns-to-celebrate-continued-growth-of-industry/>

**MUU:** 23,880

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Sessions will cover the impact of the cost-of-living crisis on the industry, the skills challenge facing the sector and the ever-growing role of gift cards for rewards and incentives. Attendees can gain insight from a range of industry voices, as well as keynote speaker Em Stroud, who will be delivering her Laugh, Think, Play More talk to inspire life and business success.