



Meet our Newsletter Sponsor:



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- GoGift Newsletter Sponsor Content - GoGift is looking for a new CFO
- Meet the new members: TUI



Welcome to your January newsletter...

Hello GCVA members, and welcome back to a New Year! We hope you all had a wonderful festive break and that your peak was everything you expected it to be and more.

We are back with a full programme of informative, insightful, celebratory events, which kicked off with our January Networking and New Business event last week. Thank you to all of those that attended, it was great to see so many faces.

2024 promises to be another fantastic year for Gift Cards. On Monday we shared top level insights from the KPMG H2 data for 2023 showing robust growth in the second half of 2023. If you haven't read them, we recommend you do.

Yesterday we held the [January Open Forum](#). In it we shared 2023 peak insights, the Consumer Report overview and provided GiftBetter updates. As ever your contributions were enlightening, thank you for sharing!

Our annual flagship conference is now just around in the corner. With a sneak peak of the agenda ready to share during the Open Forum and full details to follow after so watch this space. [Book now](#) for GCVA Conference 2024, standard rate tickets only £350 ex vat until 31 January.

For those of you that are still looking for a sponsorship slot there are still the last few available so please do get in touch with Victoria Evans at victoria@gcva.co.uk.

Have a fantastic weekend and can't wait to see you all at [Conference 2024](#).

Adam and Siobhan

GCVA Executive Co-Chairs

GCVA Events



GCVA Conference '24



Register now for upcoming GCVA events you won't want to miss, connecting you with the community.

Looking forward to a brilliant year ahead, full of great insights, knowledge, and gift card happenings.

CATCH-UP:

GCVA Connect Forums:

January Open Forum [here](#)

2024 EVENTS

GCVA Connect February Retailer Forum

15 Feb, 12:30-14:00 - [Register here](#)

Exclusive event for GCVA Retailer/Issuer members to gain the latest insight into the retailer landscape

GCVA Conference '24 - Lead Sponsor SVS - [BOOK NOW](#)
6&7 March, Hilton London Bankside, SE1 0UG

Standard rate ends 31 Jan - Tickets only £350 until Wednesday.

GCVA Connect May Open Forum 16 May - [Book now](#)

GCVA Connect July Open Forum 11 July - [Book now](#)

GCVA Hall of Fame Awards '24 - 12 Sept. Book your tables now: awards@gcva.co.uk

GCVA Connect October Open Forum 12 Oct - [Book now](#)

To promote, sponsor, or exhibit at events, email members@gcva.co.uk

Get your tickets! Standard rate ends 31 Jan so don't miss out [BOOK NOW](#).

Agenda highlights [here](#).

2024 promises to deliver yet another fantastic two days of research, insight and networking for the gift card industry.

Tickets are £350 ex VAT until Wednesday 31 January. Enter code '**MEMBERCONFERENCE24**' to access your special GCVA Member rate when [booking](#).

Special rates on delegate rooms also end 31 Jan. Book your room [here](#) to secure the best deal.

Conference Sponsors:

[SVS](#): Lead

[Merit Incentives](#): Networking

[YouGotaGift](#): Registration

[BHN](#): GCVA101

[lastminute.com](#): Keynote Speaker

[Savvy](#): State of the Nation

[Lifestyle, part of Motivates](#): Delegate Bag

[TDS Gift Cards](#): Coffee Cart

[LEGO](#): supporting the GCVA Creative Hub

Conference Exhibitors:

GOLD

[SVS](#)

[Diggecard](#)

[InComm Payments](#)

SILVER

[Epay](#)

[Tillo](#)

BRONZE

[Edenred Payment Solutions](#)

[Giftomatic](#)

[Incodia](#)

GCVA Hall of Fame '24



Time to book your tables for the GCVA Hall of Fame Awards '24!

It's the most prestigious, fun, and glamorous night in the gift card calendar on 12 September.

Celebrating winners and star players in the GCVA and wider gift card community.

Gold Table* £4,950 ex vat

**Prime position + 2 bottles of champagne*

Silver Table £3,300 ex vat

Email awards@gcva.co.uk to book.

Tables seat 12 guests

Hall of Fame Awards open for entries early April '24.

GCVA-KPMG H2 '23 Data Report

[Thames Technology](#)

[RLC Solutions](#)

[QUICK X](#)

[fashioncheque](#)

[Pluxee](#)

[Tag Systems Uk](#)

[Triple A](#)

Conference Partners



GCVA January Consumer Data



GCVA January Consumer Data report is out now *developed by* [Global Data](#) - read [here](#).

Topline Insight:

- Christmas '23 saw UK consumers look to make fewer, more considered purchases, in terms of the number of gifts bought and the recipients purchased for.
- With many consumers feeling financially under pressure, work programmes have been a



GCVA-KPMG H2 2023 Top Level Insight has now been sent to all members. See [here](#)

Sales of gift cards saw robust growth in the second half of '23, up 7.43%.

Previous trends have continued, with growth primarily driven by the B2B market (up 10.04%) and in Digital Gift Cards (up 16.73%).

The Leisure sector led the way in growth, up 13.70% with strong growth also noted for the Retail sector, up 7.05%.

The full report will be out 12 Feb and presented at conference.

Go [here](#) to access all GCVA data in one place.

New Members



[TUI](#) is the UK's largest travel brand. Operating in 85+ destinations in 38 countries worldwide. TUI has over 4,000 properties in its arsenal, from luxury hotels to private villas.

good route to provide additional support.

- Despite the rise of digital, physical gift cards are viewed as a more thoughtful Christmas gifting option.
- Experience gift cards have borne the brunt of a return to holidaying abroad, and greater financial priority placed on the main summer holiday.
- Weak gifting demand over December comes against the backdrop of UK shoppers feeling greater pressure on their disposable incomes.

GiftBetter Campaigns



#GiftBetter - Boost your gift card programmes across Facebook, X, and Instagram.

December campaigns total reach 500K. Followers increased across all platforms, with over 1K new followers on X.

Thank you to our 20 participating brands, providing 31 days of giveaways.

- Giveaway with Aldi (1.1.24) had the highest reach at 32,031 and the 4,000 entries.

Plus, 60+ planes, 6 cruise ships, 3 river cruise ships and 300+ TUI Stores. When it comes to booking your holiday, you can use our website or app, pop into one of our stores, or call our team of Travel Experts.

TUI Gift Cards can be redeemed in over 300+ TUI Stores and online in the UK. All our package holidays that include both flights and accommodation are ABTA and ATOL protected.

GoGift Newsletter Sponsor Content



GoGift is looking for a dynamic and experienced CFO to join our management team in Copenhagen.

Reporting directly to the CEO, you will play an instrumental role in strategically developing GoGift alongside the management team. More details and apply [here](#).

GiftCard500 Campaign



- Followed by Currys giveaway at 30,665 and Tesco giveaway at 30,506.

Next campaigns: Valentine's Day, Mother's Day, Easter.

Email giftbetter@gcva.co.uk to get involved.

[December Social Report](#)

Get your branded posts using #GiftBetter as a marketing channel (subject to availability and GCVA campaigns) - email us for details.

Members News & Moves



[Prezzee are proud to be partnering with Liberty London - the first digital gift voucher to do so!](#)

[M&S claims Christmas trading crown as food and clothing beats forecasts](#)

[Beat the January blues with #BrewMonday, a Samaritans initiative that's all about turning a cuppa into a conversation starter - hosted by Tillo's People team.](#)

[Holmen Iggesund launches Enviricard® - a new product made from completely natural materials that could replace](#)

The GCVA #Giftcard500 campaign is ongoing, calling for HMRC to lift its Trivial Benefit Allowance from £50 to £500. The GCVA would like to refresh and relaunch this campaign, once again emphasising the benefits to the economy.

We have commissioned a public affairs specialist to review the next steps. If you want to be involved, get in touch.

Thank you to the #Giftcard500 campaign supporting partners:

- Blackhawk Network
- Edenred
- Love2shop
- Motivates
- Miconex
- Prezzy
- Tillo

GCVA News & PR



More coverage this month as a result of GCVA research - how reward-based incentives are key to customer loyalty in a cost-of-living crisis. Plus, stories in *The Sun* and *Daily Mail* on gift card expiry dates.

Coming up: 'Spend your gift cards', 'Loyalty research & report', and 'Behavioural science of gift cards' campaigns.

[billions of plastic name and ID cards.](#)

[Saudi Investment Recycling Company \(SIRC\) & Merit Incentives partner up to integrate innovative reward systems with sustainable practices.](#)

[Cyber week 2023 Wrap Up: Top gift card trends in the UK and US, annual analysis by Runa](#)

BRC-KPMG Retail Sales Monitor



The [BRC-KPMG Retail Sales Monitor](#) for Dec reported sales up 1.7% overall. Food was up 6.8% and non-food was down 1.5% over 3 months. Non-food online sales were down 0.8%, while stores were down 1.3%.

View the full report [here](#).

Associate Insight:

- [Retail Technology Show, April 24, Olympia London. Connect with retail's pioneering change-makers!](#)
- [BRC launch a 'manifesto for retail' ahead of general election 2024](#)
- [CX in Retail: What to expect in 2024, by Goodays](#)

December PR report [here](#)
Q4 2023 PR report [here](#)
KPMG H2 2023 press release [here](#)

GCVA Job Board

Opportunities at GoGift

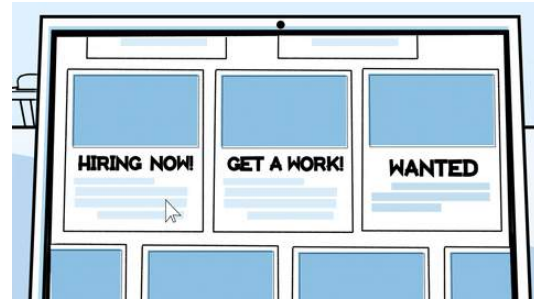
Newsletter Sponsor



Meet our Newsletter Sponsor:

[GoGift](#) is a global gifting brand and online retailer catering innovative gifting solutions to over 15,000 satisfied corporate clients worldwide.

Visit global@gogift.com.



[GoGift is looking for a new CFO \(Copenhagen\)](#)

Find new career opportunities by browsing our [featured posts](#), and post your own job ad for free!

Email members@gcva.co.uk with your open roles, and we'll add them to the website and newsletter.

Team GCVA

GCVA Staff:

Amberlie Ross-Scott | Interim Operations Director

Victoria Evans | Senior Manager: Events, Content & Sponsorship

Rhiannon Whitehead | Digital Content & Events Executive

Tom Morris | Operations Executive

Georgia Wellard | Administration Executive

GCVA Freelance:

Nika Talbot | Copywriter & Newsletters

Natasha Russell, NR Events | Event production & delivery

Got a story to share? Send us your company or personal news



Delighted to welcome Tom Morris to the team!

"Hello, I'm Tom, the new Operations Executive at the GCVA. With a background in event management, marketing, and account management, I am thrilled to be part of the GCVA team, contributing to all aspects of events, sponsorship, and marketing.

It was a pleasure meeting some of

& updates to feature in the next
newswire.

Email members@gcva.co.uk.

Connect with us on LinkedIn
[here](#).

you at the last GCVA networking
event, and I look forward to meeting
more of you at our upcoming
events."



Tweet



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Our mailing address is:
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United Kingdom

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You can [update your preferences](#) or [unsubscribe from this list](#).

