

Gift card market figures
in 2024

Tourism & Travel



Gift card service for consumers



Gift Card

Average amount

€ 212

Top 3 gift card amounts sold

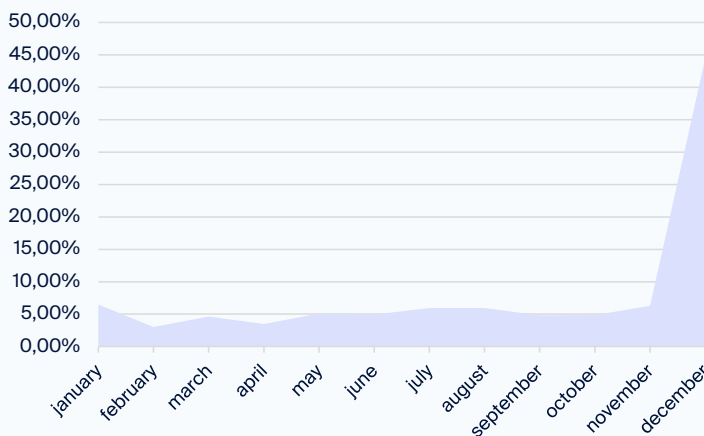
100€

200€

150€

Gift cards amount goes from 15€ to 500€.

Evolution of gift card sales over the year, in volume



51% of sales during Christmas
Top sales between December 19 and 24

25% of May sales for Mother's Day

26% of November sales during Black Friday

Gift cards given during marketing campaigns have an average value of €298

Gift card service for professionals

B2B order

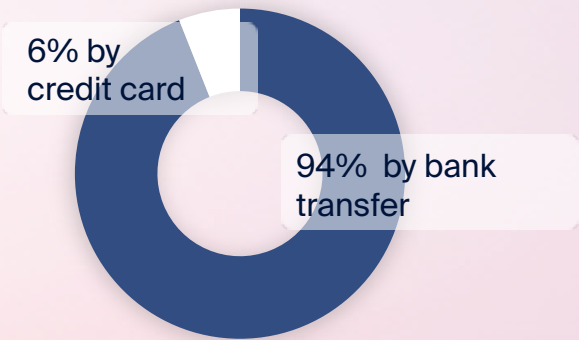
Average number of recipients



Average amount



Payment methods



Largest order

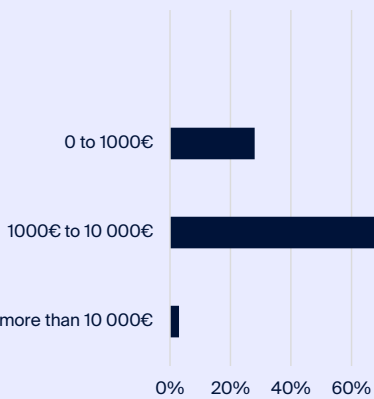
Number of recipients



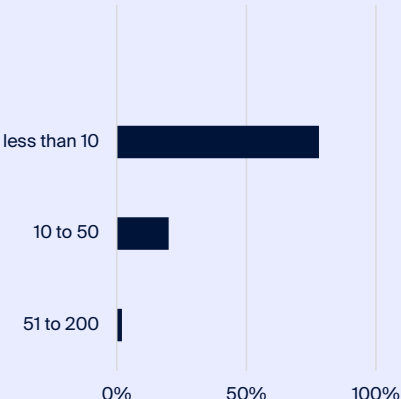
Average amount



Distribution of gift card amounts



Distribution of gift cards by order

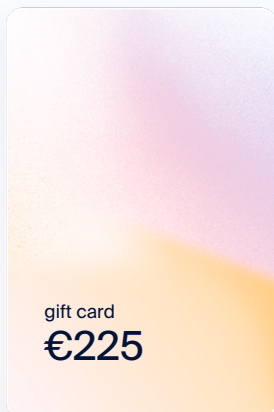


Distribution of order amounts



Reselling network/ distribution

Average amount on the network



Face value of the most distributed gift cards

€50

€100

€500

€200

€150

Top 3 discounts

7% of discount

8% of discount

14% of discount



Average discount

8%

Reselling network/ distribution

Breakdown of sales by type distributors - on average

Employee Incentive - Company funded

The gift card is a reward offered by the company to its employees, funded by the company, and accessible only to those who are affiliated with it.

amount 220€

commission 8%

45% of sales

Multiple

The gift card can be used in various types of programs.

amount 232€

commission 7%

44% of sales

Employee Incentive - Non-Company funded (benefit)

The gift card is a reward for employees of a company, who must partially or fully purchase the card, accessible only to those within the company offering the reward.

amount 312€

commission 8% 6% of sales

E-tail ou Marketplace

The gift card is available on an open platform, allowing customers to purchase freely in exchange for payment, without the need for an identifier or restrictive information.

amount 278€

commission 7%

1% of sales

Reselling network/ distribution

Breakdown of sales by type distributors - on average

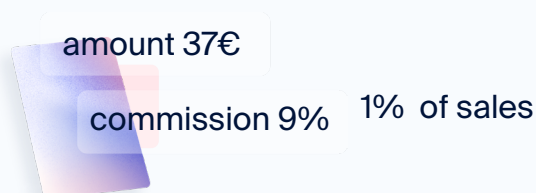
Loyalty Program - Non-Company funded

The gift card is a reward in a loyalty program, where members must partially or fully purchase the card, accessible only to them.



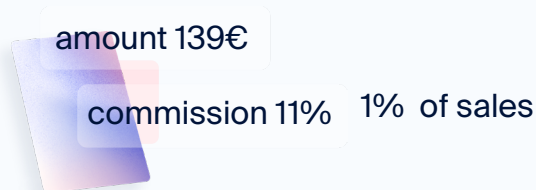
Cash to Web ou Pin and Receipt

The gift card is purchased in a physical store, with the code printed on a receipt.



Loyalty Program - Company funded

The gift card is a reward in a loyalty program, exchanged for points, miles, or a similar currency, accessible only to program members.



Multi-Branded Gift Card conversion

The gift card allows exchanging a multi-brand card for a partner's gift card, partially or fully through a platform.



Buybox insights

Market dynamics and outlook for gift cards in tourism and travel in 2024

The tourism and travel gift card market demonstrates remarkable resilience in 2024, despite an intensely competitive environment and persistent macroeconomic challenges.

With an average value remaining stable at €212 (vs. €201 in 2023), this segment ranks among the highest basket values in the market. This performance is largely driven by the rise of experience-based gift cards (+17.7%), catering to increasing demand for immersive stays and premium getaways.

Travel gift cards are becoming a preferred choice for emotional and experiential gifting, with sales peaks concentrated around:

- Christmas (51% of transactions)
- Black Friday (26% of annual sales)

These peak periods highlight the growing role of travel in experience-oriented consumer trends.

Complementary payments: a key driver for premium upgrades

In the tourism sector, complementary payments play a crucial role in optimizing transaction value:

30% of redeemed gift cards generate an additional purchase, with an average value of €97.

Free gift cards further encourage premium upgrades, with an average complementary spend of €137 (33% of the total basket).

Buybox insights

This effect is based on the «perceived free value» phenomenon, prompting consumers to:

- Top up their budget to access premium experiences (4- and 5-star hotels, upgrades, exclusive services)
- Add complementary services, such as excursions, comfort options, or insurance

Addressing a key challenge: reducing expired gift cards

Despite strong performance, the expiration rate remains high at 16%, limiting conversion opportunities and post-purchase loyalty.

To encourage timely redemption, brands must optimize their activation strategies by implementing:

- Automated and personalized reminders, prompting recipients to use their card
- Exclusive, time-limited offers to drive quick activation

Targeted promotions, directing traffic to online and in-store platforms

Objective: turn every gift card into a purchase trigger and a long-term loyalty tool.

B2B: a premium segment on the rise

B2B represents a major strategic opportunity in the tourism sector, with a significant premiumization trend in 2024:

- Average B2B gift card value reaches €360 (vs. €270 in 2023).
- Average order size is 7 cards, reinforcing the use of travel gift cards as exclusive incentives for key employees and premium clients.

Buybox insights

B2B sales peak during two key periods:

- Christmas (22% of sales), meeting corporate needs for year-end rewards
- Summer season (33% of sales from July to September), a prime period for gifting travel experiences

Order profiles confirm this premium positioning:

69% of orders range between €1,000 and €10,000.

- 78% of orders include fewer than 10 gift cards, emphasizing their high-value appeal.

Recommended strategies:

Strengthen corporate offerings by adapting formats and personalization options

- Maximize visibility on B2B platforms during key sales periods
- Develop packaged corporate offers, bundling gift cards with travel, accommodation, and exclusive services

Third-party distribution: a key growth driver

Third-party distribution continues to expand, solidifying the tourism sector as the one with the highest average basket value:

- Average distributed value increases from €213 to €225 in 2024.
- Employee reward programs dominate (45% of flows).
- Multi-purpose programs (loyalty and incentives) account for 44% of transactions.

However, competition in this segment is particularly intense, requiring:

- A clear strategic alignment, ensuring a differentiated and attractive offer
- Regular marketing campaigns to boost visibility and sales frequency
- Precise segmentation of offerings to address the specific needs of corporate clients and loyalty programs

Buybox insights

Strategic priorities to maximize the impact of travel gift cards

1. Optimize presence during key commercial periods
 - Position gift cards as the perfect gift for Christmas and Black Friday
 - Launch event-based promotions (e.g., discounts on gift cards during peak sales periods)
2. Stimulate complementary payments to maximize profitability
 - Encourage upgrades and premium experiences (e.g., hotel upgrades, exclusive activities) through special offers
 - Offer bundled packages, combining gift cards with complementary travel services
3. Reduce expiration rates to maximize conversion
 - Deploy automated reminder campaigns based on card validity dates
 - Create a sense of urgency with limited-time offers
4. Build a structured and profitable premium B2B approach
 - Expand gift card availability on employee benefit platforms
 - Develop tailored corporate solutions, offering customized travel packages

By aligning these strategies, brands can leverage the growing demand for experience-driven gifting, strengthen their corporate partnerships, and optimize revenue potential in the booming travel gift card market.