



Gift Card Market Figures
in 2025

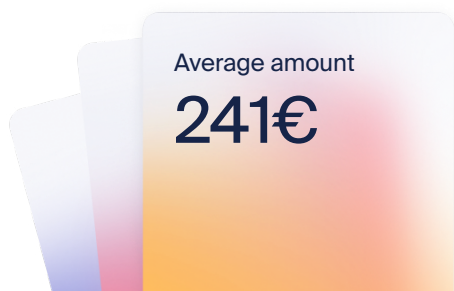
Tourism & *Travel*



2025 - Tourism & Travel

Gift card service for consumers

Gift Card



Expired gift cards**

113€
average amount left on an expired gift card

20%
of gift cards expired



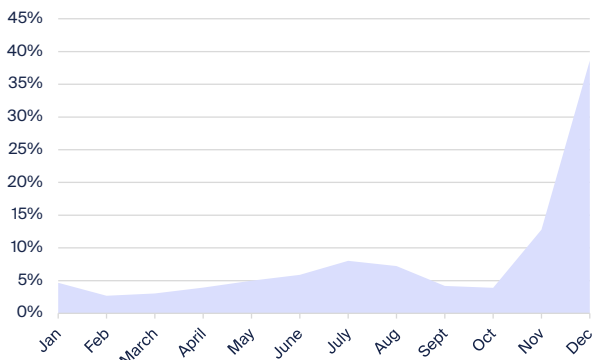
Top 3 gift card amounts sold

- 01** 100€
- 02** 200€
- 03** 150€

Gift cards amount goes from 30€ to 8000€.



Evolution of gift card sales over the year, in volume



51% of sales at Christmas
Top sales between December 20 and 25th

35% of May sales during Mother's Day

28% of June sales during Father's Day

44% of May November during Black Friday

** Expired gift cards include gift cards with all or part of the amount remaining at the time of expiry.

2025 - Tourism & Travel

Gift card service for professionals

B2B order

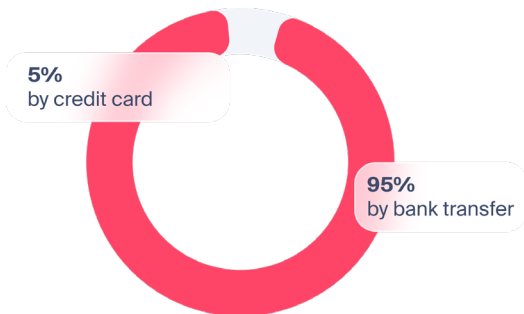
Average number of recipients



Average amount



Payment methods



Largest order

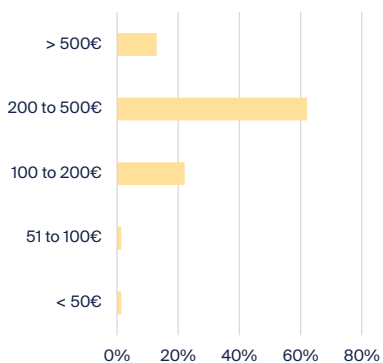
Number of recipients



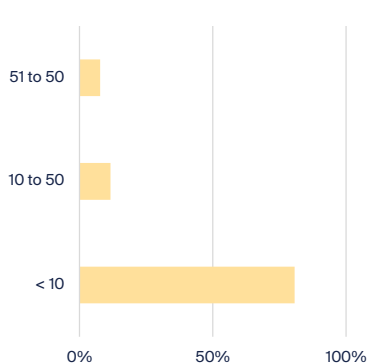
Average amount



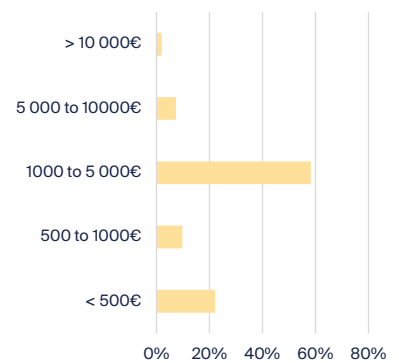
Distribution of gift card amounts



Distribution of gift cards by order



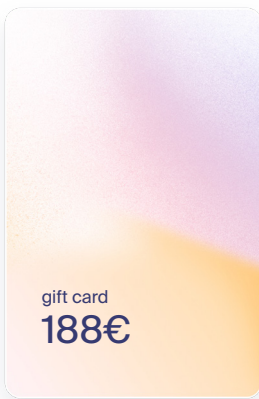
Distribution of order amounts



2025 - Tourism & Travel

Reselling network/ distribution

Average amount
on the network



Face value of the most distributed
gift cards

500€

200€

100€

250€

50€

Average commission

8%



Top 3
commissions

- 01 7% of commission
- 02 10% of commission
- 03 9% of commission

581€
average complementary
payment

70%
of holders make a
complementary payment



Reselling network/ distribution

BREAKDOWN OF SALES BY TYPE DISTRIBUTORS - ON AVERAGE

56% of sales
amount **188€**
commission **8%**

Employee Incentive - Company funded (Incentive)

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.

2% of sales
amount **69€**
commission **9%**

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.

16% of sales
amount **318€**
commission **7%**

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.

1% of sales
amount **81€**
commission **10%**

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.

Reselling network/ distribution

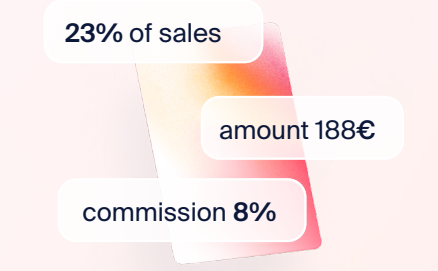
BREAKDOWN OF SALES BY TYPE DISTRIBUTORS - ON AVERAGE



1% of sales
amount 71€
commission 9%

E-tail or 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.



23% of sales
amount 188€
commission 8%

Multiple

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



1% of sales
amount 50€
commission 9%

Cash-to-Web or Pin and Receipt

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

Buybox insights

Market dynamics and outlook for gift cards in Tourism & Travel in 2025

The tourism market has rebounded, but within a new economic environment: margin pressure, tighter consumer budgets and growing dependence on platforms. Growth now depends less on pure volume and more on value per customer and the ability to sell premium experiences.

In this context, the gift card becomes a tool for managing demand, basket size and customer retention.

B2C – Premium gifting, but underexploited in value

On the B2C side, the tourism vertical stands out for its high ticket values: the average face value has increased from €212 to €241. However, only 33% of cards generate a top-up, with an average of €102. In other words, the basket potential exists, but the overspend mechanism is under-optimised given the nature of the product (trips and experiences with high basket values).

The main issue remains dormant value: around 20% of cards expire, with a high average amount (€113). This indicates that too many cards remain unused, leading to

significant lost economic value for brands.

Seasonality is extreme: 51% of sales occur at Christmas (including 55% in the final seven days), with additional sharp peaks around Mother's Day (35% of May sales), Black Friday (44% of November) and Father's Day (28% of June). This reflects a highly event-driven gifting use case, consistent with tourism consumption patterns, but it also reinforces dependence on peaks and the need for excellent last-minute operational execution.

In B2C, the travel gift card is already positioned as a premium gift, but it is not yet managed as a systematic lever for increasing basket size and securing future demand. The business priority is no longer to increase face value, but to raise top-up rates and reduce non-use.

Direct B2B – Premium gifts, limited volumes

Direct B2B remains a high-value niche market: average baskets around €2,400, approximately seven cards per order, with high face values typically between €200 and €500.

Around 20% of volumes are concentrated at Christmas, confirming a “prestige gifting” use case (clients, partners, executives).

This is clearly a qualitative use case rather than an industrial one: fewer cards, higher amounts and more occasional purchasing decisions. As a result, this channel is mainly relevant for strong brands with high awareness, premium offerings and dedicated B2B sales capabilities – it is not a scalable model for every company.

Tourism B2B is therefore not a volume engine, but rather a lever for brand image, relationships and high basket value. It should be managed as a premium channel, not as a mass distribution outlet.

Distribution (B2B2C) – The real engine of economic value

It is in B2B2C that the tourism vertical reveals its true economic potential.

Even though the average face value is declining (€225 → €188) and commissions remain under pressure (≈8%), value creation at redemption is exceptional: 70% of cards generate a top-up, with an average amount of €581. This represents a powerful leverage effect on basket size.

Usage remains largely corporate-driven: 72% of flows come from employee rewards and benefits

programmes, and 23% from loyalty programmes. This aligns perfectly with the broader market trend: the growing importance of employee benefits platforms and travel incentive programmes.

Another key point: the risk of dormant value is almost non-existent in B2B2C (less than 2% of cards expire across the market), showing that usage orchestration, reminders and structured redemption frameworks work far better than in pure B2C.

Finally, these platforms are also becoming media channels. Marketing campaigns during peak periods can generate +40% to +150% volume growth compared with the previous year. In increasingly dense catalogues, investment in visibility is becoming a prerequisite for performance.

Actionable strategic priorities

1. Manage gift card performance based on actual spending, not just face value.

2. Reduce B2C expiration rates to recover lost value.

3. Position B2B as a premium channel, not a mass distribution channel.

4. Treat B2B2C as both a distribution and media channel, with activation investments measured through incrementality.

