



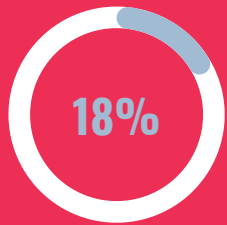
# CHRISTMAS IS COMING...

What's on the cards for Christmas 2022



## We're in the mood to celebrate!

31% of Brits intend to put **MORE effort** into celebrating this year than normal (53% of those who have kids under 12 yrs in the household)



have already started **planning** for Christmas

9% have already made a pub/restaurant reservation

13% have already invited people to their house

17% have already been invited to friends/family's houses



**ONLY 24%** won't think about Christmas until December



58% of Brits will be **MORE careful** how and where they spend their money this Christmas. Consumers may not all be cautious spenders but most will be keeping a closer eye on their spending. Say hello to a much more conscious consumer (and they'll likely be here for a while.)

**>1-in-10**

currently intend to visit a pub or restaurant on Christmas day...

...and that's back in line with pre-Covid levels!



% of UK adults intend to visit a pub/restaurant this...

Christmas Eve 13%

Christmas Day 11%

Boxing Day 17%

New Year's Eve 24%

New Year's Day 14%



# CHRISTMAS IS COMING...

And brings opportunities for hospitality brands in gifting



**Typical spend on gifts:**

**£90** for their partner

**£95** for their child

**£35** for a friend



**What have Brits bought as gifts in the past:**



**35%**

Giftcard for a pub/restaurant



**18%**

Pre-packaged dining experience



**23%**

Branded Merch (from hospitality)



**23%**

Retail product (from hospitality)



**16%**

Hotel stay



**1-in-4 of Generation Z (18-25yrs) prefer to buy an experience over a physical gift**

Preferred restaurant/pub offered gift "experiences"

- 1.** Dinner for two
- 2.** Wine tasting experience
- 3.** Cocktail making class

**toggle**

**KAM**

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