

**Please welcome  
Katie Jenkins from KAM Media!**



**KAM**

**All I want for  
Christmas...  
(The Customer Perspective)**

# How are we all feeling?



# What are Brits most concerned about?

	<b>Oct 21</b>	<b>Sept 22</b>
<b>No.1</b>	Health 47%	Economy 71%
<b>No.2</b>	Economy 43%	Health 38%
<b>No.3</b>	Environment 31%	Environment 31%

# So, what have we got to look forward to this “golden quarter”...?!



Price inflation



Staff shortages



Belts are tightening



Men's Football  
World Cup  
(21 Nov-18 Dec)

# What can we expect of consumers this Xmas...

**66%**

will be watching their money more carefully

**27%**

will be spending less money on Christmas in general this year

**43%**

staying more local to save money on fuel

**33%**

spending less on eating/drinking in pubs/restaurants



# Christmas day itself is looking strong

**>1-in-10**

Brits intend to visit a pub/restaurant on Christmas Day

**That's back to pre-pandemic levels!**

Christmas Eve, Boxing Day, NYE follow the same pattern.

# Reservations are **ALREADY** being made

By end of September...

**25%**

Brits will have **ALREADY**  
made a 'festive' reservation...

**23%**

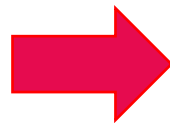
sports fans will have made  
a World Cup reservation



# What to expect from the Men's World Cup...

**75%**

of Brits say they'll watch  
SOME of the games



MUCH higher proportion  
vs Men's Euros in 2021

**>12.5 million**

Brits will watch some  
in a pub/bar!



Source: YouGov

**c£400 on gifts**

£155 food/drink

£100 of social events



## Desire for gift cards remain **STRONG**

**>1-in-4**

Have bought a gift card as a Xmas gift

**35%**

Have bought gift card for a  
pub/bar/restaurant specifically

51% of GenZ

# Who are hospitality gift cards being bought for?

More likely to purchase for **female** adult/friends

**Males** MUCH more likely to buy for their partners



LET US  
TAKE YOU  
SOMEWHERE  
ELSE

INCIPIO-GROUP.CO.UK

INCIPIO

### Incipio Gift Card

An Incipio Group Gift card valid to use in Pergola Paddington, Pergola on the Wharf, Dear Grace, The Prince, Lost in Brixton, Percy's Kensington and all future openings!

This card is valid for 1 year after purchase

Select an option

£10.00

How many of them?

1

- +

How do you want to send it?

Email

Postal

Want to add a message? (Optional)

Add your message here

## Gift card purchasing preferences

46 Online

33% At venue

20% No preference

# Gift Card delivery preferences

**55%** Sent to me

**23%** Direct to recipient

**22%** Depends on person



**18%**

Have bought **pre-packaged dining experience** as a gift

(25% GenZ)

**16%**

Have bought **a hotel stay** as a gift

(21% Millennials)

**YO!**

Our iconic kaiten belt dining experience is what we are famous for on the UK High Street. Our menu is full of mouth-watering hot street food like gyozas & katsu curry to innovative fusion dishes - all packed

**sushi school  
experience**

**Sushi School!**  
From £19.95

Roll like a pro- sushi schools are back!

Select

**sushi  
making kit**

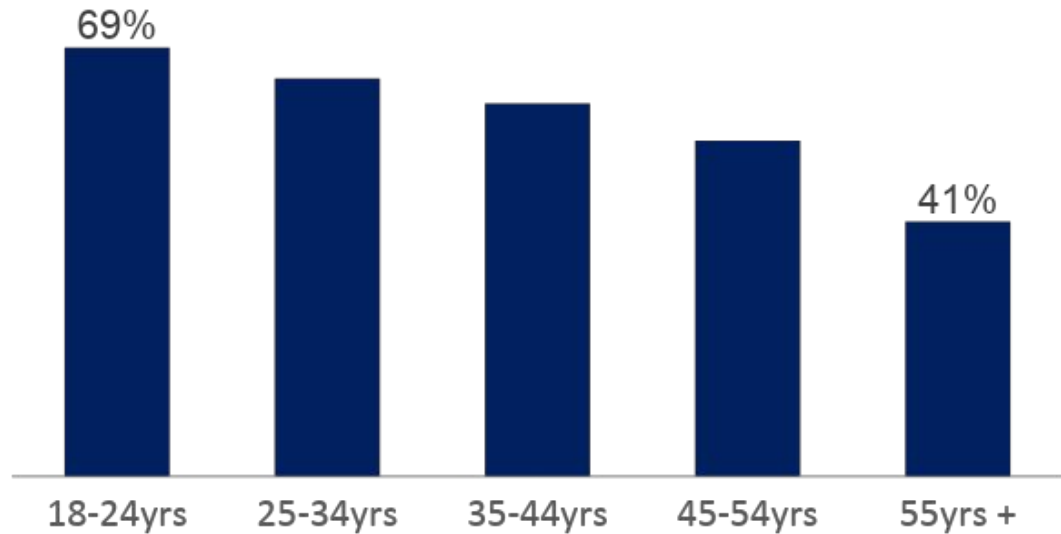
**Sushi Making Kits**  
£25.00

Roll like a pro with our YO!  
sushi rolling kit!

Select



**“I would rather spend money on experiences compared with physical goods”**





# Why focus on experience over material goods?

- ✓ Experiences get better & better
- ✓ The quest for 'likes'
- ✓ FOMO (2-in-3 millennials suffer it)



# Who are consumers buying hospitality experiences for?

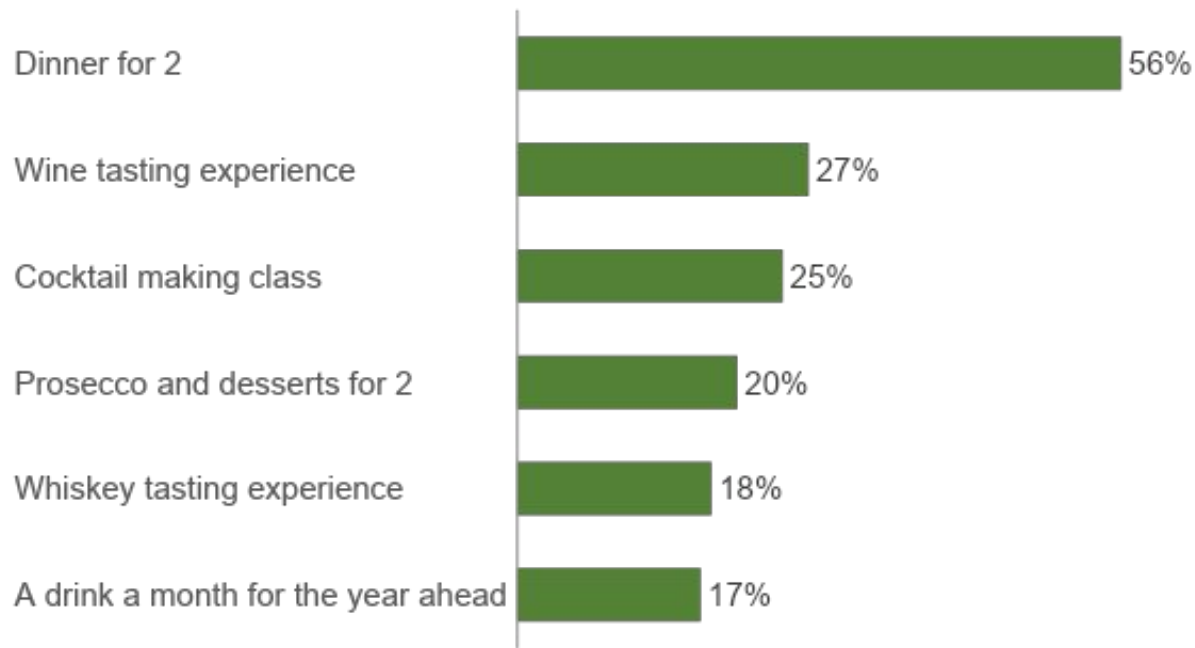
Same as giftcards...

More likely to purchase for **female** adult/friends

**Males** MUCH more likely to buy for their partners



# Which hospitality experiences most appeal as gifts?





**23%**

Of Brits have bought  
branded Hospitality  
merch / retail product  
as a gift

**c£400 spend on gifts  
this Christmas.**

**But when do we start  
buying gifts?**

**36%**

Have *already* bought  
a Xmas gift  
42% of females

**35%**

*Finish* the week  
before Christmas



- This Christmas will be a fight for footfall
- World Cup opportunity for some
- Gifting is totally different budget to tap into
- Appeal of gift cards, experiences & merch only likely to grow
- The time is now!



**Thank-you**

**KAM**