

# Gift Vouchers move up the Christmas sales charts

The Gift Voucher Shop open new outlet in GPO Arcade to accommodate growth

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Deloitte's 12th annual Retail Christmas Review\* survey has revealed Gift Vouchers to be the number three choice amongst consumers this Christmas. This is a substantial move up the scale for Gift Vouchers from being number nine on last year's survey. The survey was conducted in the UK and The Gift Voucher Shop expects these trends to reflect consumer behaviour in Ireland this year.

Market research\*\* conducted by The Gift Voucher Shop earlier this year confirms this, showing that 70 per cent of people surveyed buy gift vouchers and more than half of respondents (62 per cent) buy Gift Vouchers on average every few months, with choice that the Gift Voucher offers being extremely or very important (78 per cent).

“Trends have changed, Gift Vouchers are now a valued and sought-after gift and we attribute lot of this to the changes in consumer expectations. Consumers have become very discerning and have high expectations. When they are gifting they are looking for something that will be of real value to the recipient. With Gift Vouchers they are guaranteed the gift will be valued due to the broad range of choice they give, in particular with multi-store Gift Vouchers like the **One4all**® said Michael Dawson, CEO, The Gift Voucher Shop.

On the back of the Deloitte Retail Review revelation and GVS's own research, The Gift Voucher Shop has announced the opening of a new outlet in the GPO Arcade this Christmas. The Gift Voucher Shop Express Outlet is a one stop outlet for Gift Vouchers selling the now famous multi-store Gift Voucher, the **One4all**® Gift Voucher and also gift vouchers for the UK and Malta.

The Gift Voucher Shop Express Outlet opens is open this week will be open right up until Christmas Eve from 8 am until late accepting all major credit cards. The Gift Voucher Shop Express Outlet is geared towards busy consumers that may not be able to get to the Post Office within their opening hours or for last minute shoppers that may have missed the last post deadlines for online orders.

Another important finding from The Gift Voucher Shop's research was that of Christmas gifting stress or SOS (Stressed-Out-Shopper) syndrome that is set to hit Irish shoppers this Christmas. The research reveals that 46 per cent of shoppers feel stressed, panicked and even angry while Christmas shopping, with 33 per cent saying their biggest worry is not finding something suitable. Symptoms of SOS syndrome are most prevalent among women with 40 per cent suffering from headaches, sleepless nights and in some cases even fainting. However, it's not only women that are affected, three per cent of men admitted to being reduced to tears on the shop floor during a Christmas shopping trip.

“We hope to reduce the amount of stress shoppers face at this time of year by providing this one stop shop. Customers can get their whole shopping done in one sweep. Whether they want to buy **One4all**® Gift Vouchers, toy store Gift Vouchers, hotel Gift Vouchers, experience Gift Vouchers or even Gift Vouchers for friends and family in the UK or Malta they can pick them all up here.” said Aoife Davey, Marketing Manager for The Gift Voucher Shop.

Psychologist Dr Susan Quilliam said; “Forget preparing the turkey or spending time with the in-laws, this

proves that present shopping is the most stressful part of Christmas. SOS syndrome is caused by the immense pressure people feel to buy the right gift for the right person. What's happening here, psychologically, is that we buy gifts not only to show we love others but also to make them feel worthwhile. If we get it wrong the recipient is going to feel not just cheated of a good gift but worthless in themselves. That's why present buying is so crucial and why we get so stressed about it!"

To help reduce the risk of suffering from SOS syndrome this Christmas check out The Gift Voucher Shop Express Outlet in the GPO Arcade.

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### Note to Editors:

The Gift Voucher Shop Ltd

Established to provide choice and convenience to consumers in early 2002 The Gift Voucher Shop formed a strategic partnership with An Post and launched in Ireland that September selling its Gift Vouchers through 1,000 Post Offices nationwide in addition to its online shop, [www.giftvouchershop.ie](http://www.giftvouchershop.ie), its call center service and corporate sales team. The Post Office channel gives the company a unique national distribution capability unmatched in the Gift Voucher market. GVS has over 600 of Ireland's shops and services with 3,500 outlets across the 32 counties in the Irish portfolio. Leading stores such as Argos, Arnotts, Brown Thomas, Champion Sports, Debenhams, Eason, Great Southern Hotels, HMV, Roches Stores and Smyth's Toys benefit from the service's unique

distribution system. The Gift Voucher Shop has extended its product offering since its launch with the most successful product to date being the **One4all**<sup>®</sup> Gift Voucher, launched in October 2004. The **One4all**<sup>®</sup> Gift Voucher is now the leading product both in the consumer and corporate market. This innovative Gift Voucher can be spent in any of the retail partners in The Gift Voucher Shop portfolio giving the recipient the ultimate choice.



We hope to reduce the amount of stress shoppers face

Following The Gift Voucher Shop's success in Ireland, they have begun to develop internationally and the first of its markets was with Maltapost in November 2004. In Malta The Gift Voucher Shop gift vouchers are available in all 31 Maltapost branches throughout Malta and Gozo and for over 200 retail outlets on the two islands.

In October 2005 The Gift Voucher Shop and the Post Office Ltd launched in all of the 14,600 Post Office branches across the UK giving the 28 million customers who visit the Post Office every week access to an extensive range of high street retailers including B&Q, Comet, Debenhams, Habitat, Halfords, Goldsmiths, Mothercare, River Island, Woolworths and the Arcadia Group. GVS UK also offers Enjoyment and Experience gift vouchers and now the **One4all**<sup>®</sup> Gift Voucher. GVS UK also offer Enjoyment and Experience Gift Vouchers, all of which may also be purchased from [www.giftvouchershop.co.uk](http://www.giftvouchershop.co.uk)

**\*Deloitte Retail Review Survey**

The Findings of this survey are based on consumer data obtained by market research carried out by TNS, on behalf of Deloitte. The respondents were chosen from adults aged 16 years and over, using a quota sample designed to represent the adult population of Great Britain. Deloitte also surveyed a cross-section from the UK retail industry, using a written questionnaire sent to more than 350 organisations. To view the whole report click here: [http://www.deloitte.com/dtt/cda/doc/content/UK\\_CB\\_XmasSurvey\\_06.pdf](http://www.deloitte.com/dtt/cda/doc/content/UK_CB_XmasSurvey_06.pdf)

**\*\*The Gift Voucher Shop's Market Research**

This market research was carried out by The Gift Voucher Shop on a sample size of 1,057 respondents aged 15-74