

love 
Bristol

**GIFT
CARD**



THE LOCAL SOLUTION FOR CORPORATE INCENTIVES



GIFT CARD



The reward staff want this Christmas

Recent research shows incentive budgets are going up by 34% in 2022, but how do you make sure the reward you give is one that staff actually want? Over 53% of employees would prefer to receive a gift card from their workplace for Christmas 2022, higher than cash and social events. Here are 3 reasons that your team will love a Love Bristol Gift Card as a reward/incentive:

1. **They're multi-store.** Over 73% of employees said they would prefer to receive a multi-store gift card from work instead of a single retailer gift card.
2. **They're practical.** Around 46% of people say they are worse off this year. In our research, 72% of employees said they would use their gift card from work on something practical.
3. **They're better than cash.** Most employees would rather receive a gift card than cash as part of their salary as cash gets taxed, and secondly, a gift card is seen as a more mindful, memorable reward.



BUY GIFT
CARDS HERE

The Love Bristol Gift Card is brought to you by:
Bristol City Centre BID, Redcliffe & Temple BID,
Broadmead BID and Bristol Shopping Quarter

