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London, UK

Be creative with wedding presents this National Marriage Week, says

UK Gift Card & Voucher Association

The [UK Gift Card & Voucher Association](#) (UKGCVA) is encouraging shoppers to be creative with their wedding gifts this National Marriage Week.

For many guests, buying a wedding present can be a daunting experience, particularly if the newlyweds-to-be have not registered for a wedding list. By thinking outside the box and offering to buy an experience that the bride and groom can both enjoy, gifts will not only be more memorable, but also easier to purchase.

Research from [One4All](#) reflects the anxiety that gift-buying can cause, revealing that a shocking 1 in 5 (18%) guests have gone to the extreme of writing their names on another person's gift. It also showed that the same number feel uncomfortable with choosing presents from wedding lists, and that more than a third (37%) have given money as a last-minute option.

Gift cards and vouchers can provide a worry-free alternative. By purchasing gift cards or vouchers to put towards an experience such as a spa break, or something that the pair can enjoy while on their honeymoon, shoppers can find an unusual gift that will be appreciated after the excitement of the wedding has passed. Many companies, such as Thomas Cook, offer a variety of travel gift cards which can be put towards the cost of a flight, a hotel or even a honeymoon experience.

Gail Cohen, Director General of UKGCVA, comments:

“Present buying shouldn't cause so much stress, particularly at such a happy time for the engaged couple. Giving a memorable wedding present is easy if you opt for an experience over a traditional boxed gift. Instead of buying the happy new couple a designer toast rack, being a little creative and

thinking about what they could actually enjoy together means that your gift will certainly be top of the pile. With the sheer variety of gift cards and vouchers on offer, shoppers are sure to find something that fits the bill.”

Sophie Hogan – Gift Card Commercial Manager at Thomas Cook said:

“At Thomas Cook we strive to create fantastic experiences for our customers. We help lots of couples arrange their dream honeymoon, which friends and family contribute towards by buying Thomas Cook gift cards either online or in one of our stores. Choosing a wedding list or wedding gift can be a challenge but giving the gift of travel is a perfect way to celebrate a marriage.”

Tim Watkins, Sales and Partnerships Director for Virgin Experience Days, said:

“We’ve seen a huge increase in the purchase of experience day gift cards as wedding presents in recent years. With many couples living together before getting married, many have fully furnished homes so don’t need the homeware gifts associated with traditional wedding lists. There’s also a big trend towards spending money on experiences rather than material items – people are turning their back on ‘stuff’ for the anticipation and excitement of planning new experiences to enjoy together, making memories that last far longer than the temporary enjoyment we get from buying new ‘things’. So to give the gift of an experience the couple can enjoy together, be it a white water rafting adventure, gin tasting experience, weekend in a treehouse or champagne afternoon tea in a castle, it is a really popular choice.”

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Notes to Editors

About UKGCVA

The UK Gift Card & Voucher Association www.ukgcva.co.uk was established as a trade body in 1991 to represent the key players in what is today a £5.4 billion gift vouchers, cards and stored value solutions market. It provides an information and reference point for both voucher & gift card suppliers and customers, and is at the forefront of the issues affecting the industry.

Its main objective is to raise the profile and use of vouchers and gift cards within the UK, promoting the industry to consumers, businesses, government and other interested parties.

About Thomas Cook

[Thomas Cook](http://www.thomascook.com) is one of the world's leading leisure travel groups with sales of £9.5 billion and 23 million customers in the year ended 30 September 2015. Thomas Cook is supported by 27,000 full-time equivalent employees and operates from 19 countries. As the trusted pioneer in global travel, the heart of the business aims to deliver inspiring personal journeys as the trusted pioneer in global travel. The core of its profitable growth strategy is to deliver a high-tech, high-touch approach to customers.

About Virgin Experience Days

Virgin Experience Days was set up by Richard Branson in 2001 to bring the Virgin values of red hot quality, innovation, fun, passion and heartfelt service to the experience gift market. Today, Virgin Experience Days offer an unrivalled choice of experience gifts from special treats and adventures to once-in-a-lifetime experiences. You can find out more about Virgin Experience Days and the extensive range of experience day gifts here: www.virginexperiencedays.co.uk

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