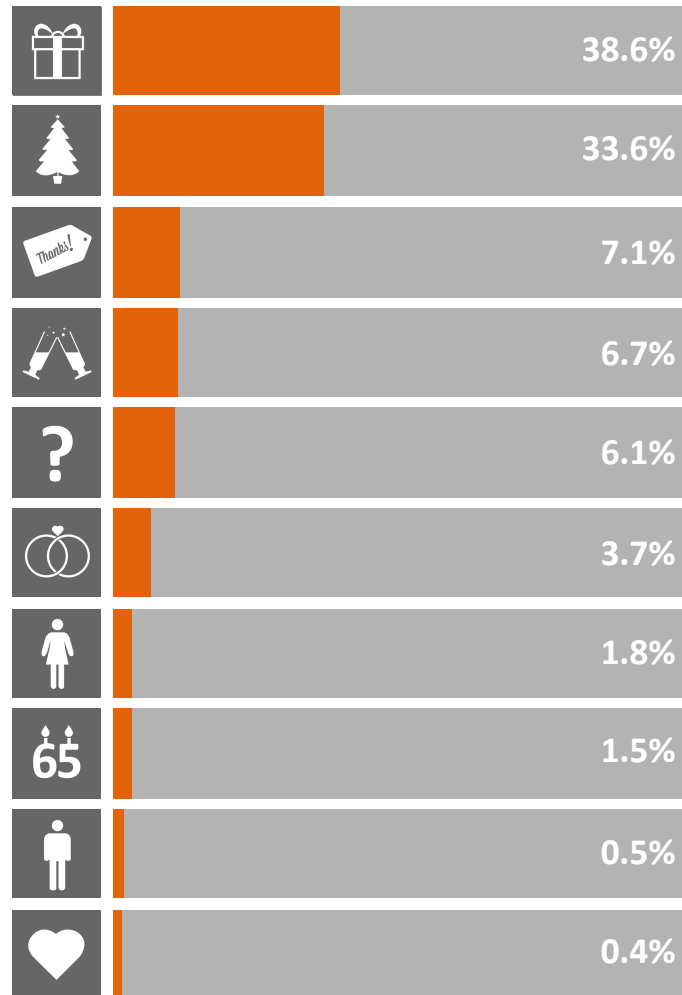


# Reason for gift voucher purchase

Many of the luxury hotels and resorts we work with ask their gift voucher buyers 'What is the reason for your purchase?' and there is a drop down menu in the checkout with the following reasons to select:



All key account clients with an answer selected were reviewed, with data taken from January - December 2012



Most popular reason  
**Birthday Gift 38.6%**