

# Gift Cards

**Travel. Experience. Live.**

valuedesign





# The Journey

The anticipated growth of the travel and hospitality industry challenges faced, key goals, the launch of Gift Cards, increased revenue, and satisfied customers.



Travel and hospitality industry has taken off, sweeping the charts and rising exponentially, particularly post COVID-19. Over a seven-year period, India's travel sector is expected to rise from an estimated US\$75 billion in 2020 to US\$125 billion in 2027.

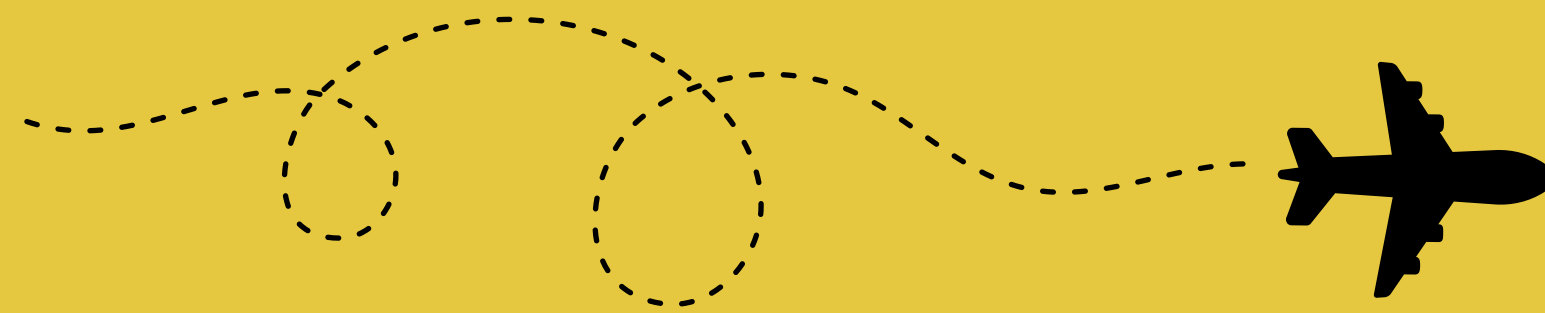
Source: Indian Brand Equity Foundation  
<https://www.ibef.org/industry/tourism-hospitality-india>

### Reasons that Spur the Travel and Hospitality Industry's Growth

- Immediate focus on recovering the tourism industry from the pandemic
- Effective targeted marketing campaigns
- Improving tourism and hospitality infrastructure
- India's potential to compete in the tourism, technology, and technical skill leagues



valuedesign



# Problems Areas

- Increasing inflation
- Less number of direct bookings
- Fewer cross-selling and upselling opportunities
- More cases of customer poaching
- Continuing decline in social media advertising results
- Insufficient digital marketing and promotion

# The Prime Goal

Introducing simpler payment process is a significant way for hospitality and travel agencies to grow their businesses. These agencies aim to attract more customers and build a large loyal clientele by enhancing overall customer experience.

## Gift Cards Help Hospitality and Travel Agencies Achieve Their Goals:

- Build trust between the agencies and customers
- Increase website traffic as more people will re-visit to check new offers
- A new means of payment for individuals and for their loved ones as a gift
- Help upsell packages with higher profit margins
- Acts as the most effective tool to take your services to every house
- Enhance customer experience and satisfaction



When it comes to brand strategy in the travel and hospitality industry, gift cards are a real asset.



# How Gift Cards Help Travel and Hospitality Industry

valuedesign

For firms operating in this industry, the Gift Card Programme has become an essential tool and can be considered as a dynamic whole that brands can use to their advantage.

## Gift Cards Help Hospitality and Travel Agencies by:

- Enabling people to gift travel and hospitality experiences
- Gaining more new customers
- Converting unsatisfied customers into satisfied customers
- Increasing loyal customers and regular re-visits
- Increasing sales and revenue
- Making booking experience for customers seamless

# Benefits of Gift Cards in the Travel and Hospitality Industry



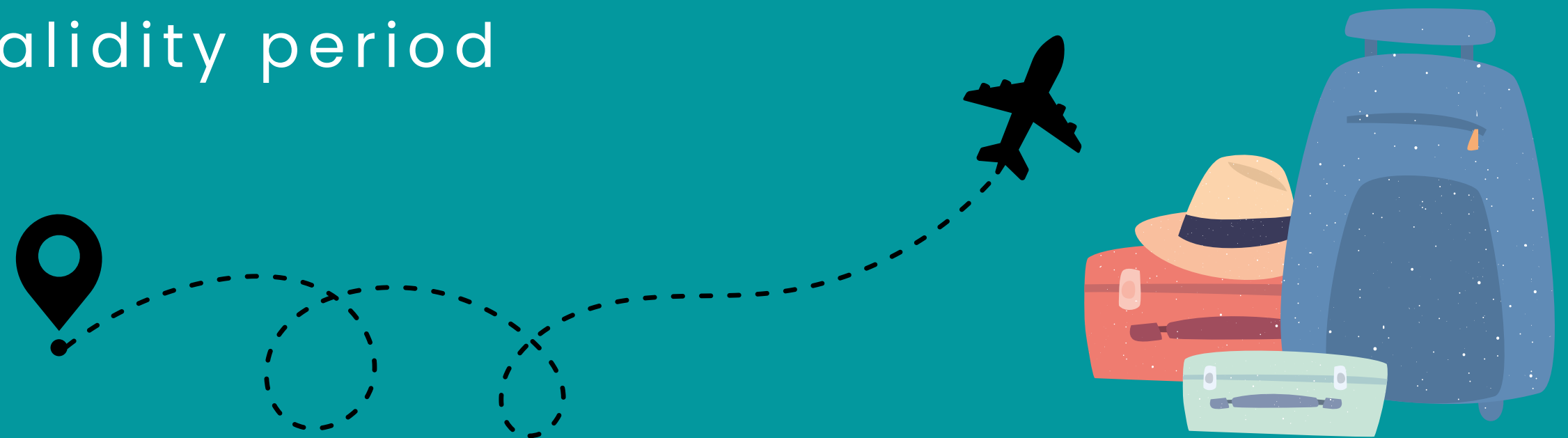
## For Businesses:

- Strong and effective brand awareness
- Personalization with custom gift cards for special occasions
- Deepen loyalty in both new and existing customers
- Enhance revenue growth by adding profitable add-ups
- Win-win alliance with clients and customers



## For customers

- Can offer unique gifts of experiences based on traveling, tourism, & accommodation
- Easy cashless payment which is the key security concern all over the world right now
- Enjoy the feeling that comes with free holidays and stays when received as a gift
- Can enjoy this gift as per convenience as most Gift Cards comes with long validity period







# Gift Cards in the Travel and Hospitality Industry Can Be Redeemed For Different Services

## Hospitality

- Room Reservation
- Restaurant Dining
- Wellness and Spa

## Travel

- Hotel Booking
- Airport Transfers
- Flight, Bus, and Train Ticket Booking
- International and Domestic Holiday Packages

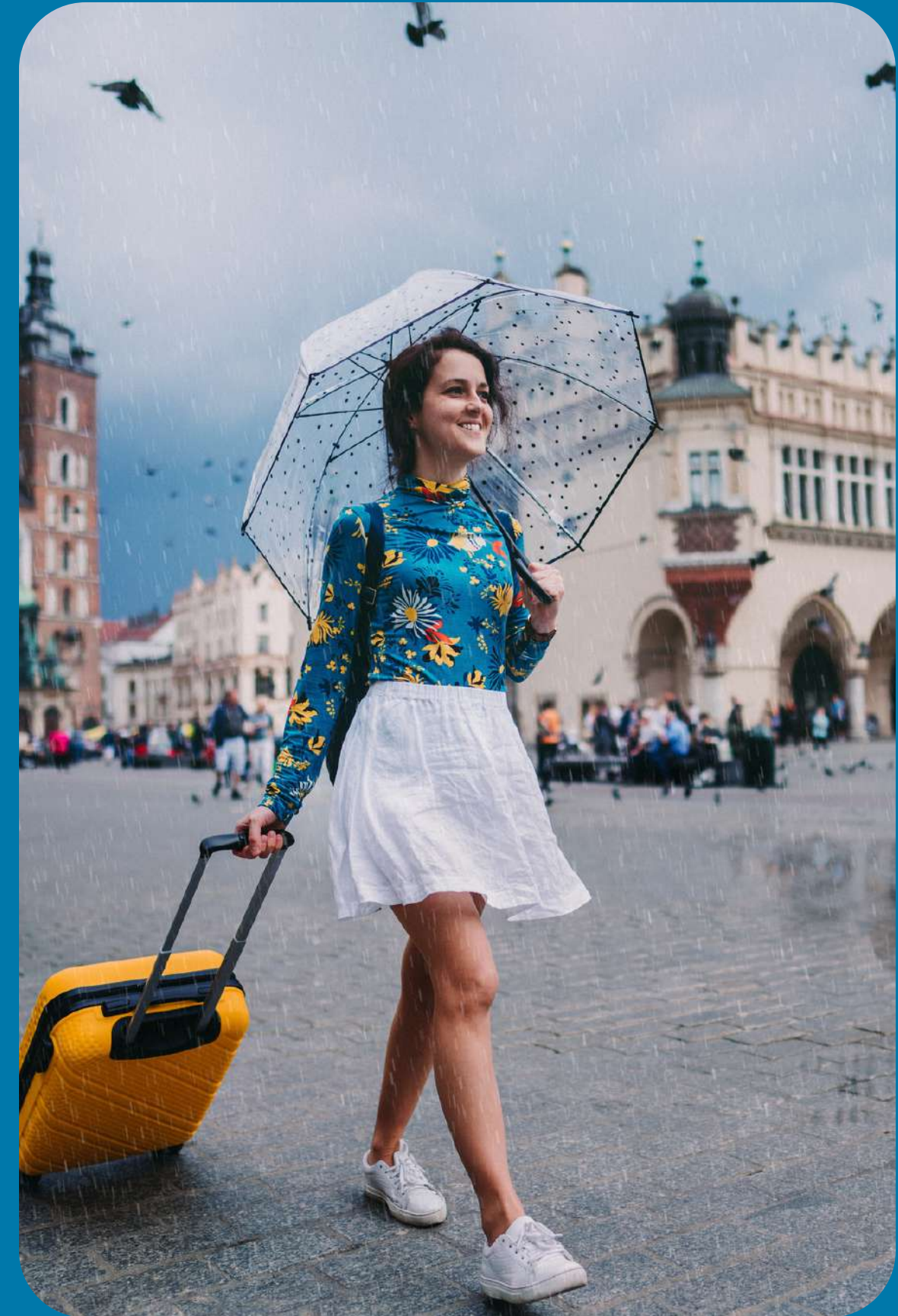
## Special Occasions When Personalized Gift Cards Become Fortune-Maker

- Mother's Day
- Valentine's Day
- Father's Day
- Wedding
- Birthday
- Anniversary
- Farewell
- New Year
- Festivals
- Corporate events and more

# Things to Know When Planning a Gift Card Program for Hospitality and Travel Agencies

- See whether you want to choose E-Gift Cards or Physical Gift Cards or both based on how personalized you want your Gift Cards to be.
- Decide if there is a need to launch separate Gift Cards for some of your services. For instance, most travel agencies choose to launch separate Gift Cards for flight booking and holiday packages.
- Figure out if you want full control of the Gift Card system or share it.
- Find out if you can administer and manage the system easily and seamlessly.

valuedesign



**WE ARE THE LEADER IN  
PROVIDING GIFT CARD  
SOLUTIONS IN THE  
TRAVEL AND  
HOSPITALITY INDUSTRY**



**valuedesign**

# Thank You

To Get In Touch With Us,  
Contact US at:

-  <https://valuedesign.co.in/>
-  [customercare@valuedesgn.jp](mailto:customercare@valuedesgn.jp)
-  +91 7400087872
-  +91 7400087870