

THE VALUE OF SOUVENIRS



Some love them, while others hate them. Whichever camp you fall in, souvenirs will always be a big part of the travel experience.

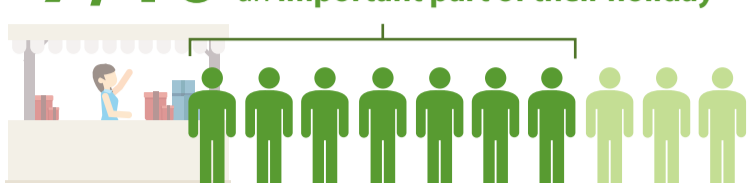
We surveyed over 900 travellers from Australasia, India, Japan, the Middle East, South East Asia and South Africa to understand the value placed on buying and receiving souvenirs as part of the travel experience.



Souvenirs complete the holiday experience

7/10 of travellers see buying souvenirs as an **important part of their holiday**

but **1/5** of travellers leave a holiday destination **empty-handed**



The motives behind souvenir shopping



Bring a part of the holiday home



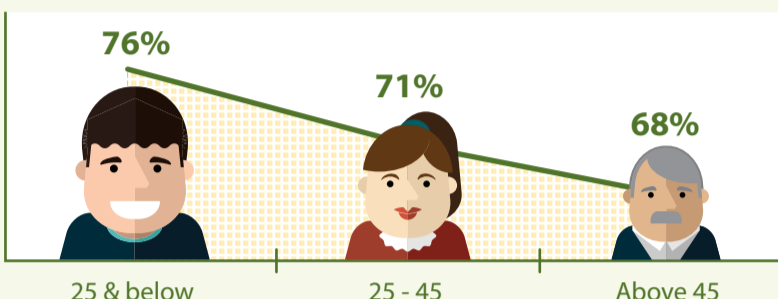
Fond reminder of their travel destinations



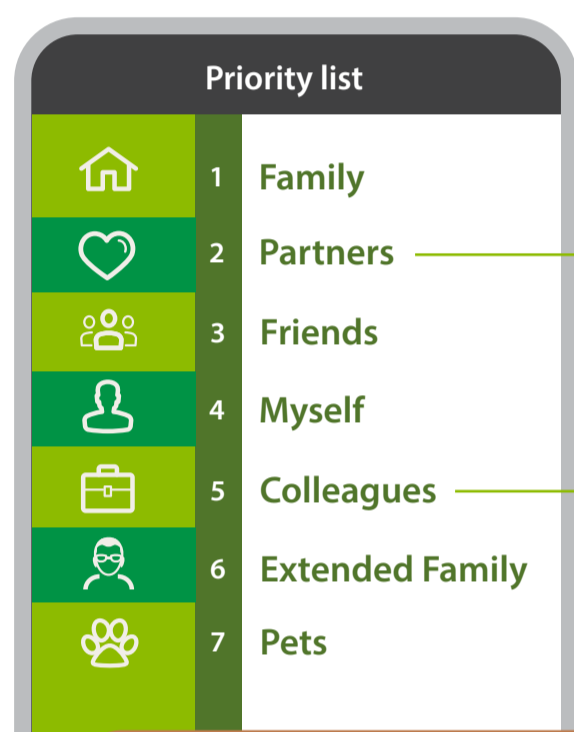
Build and grow their souvenir collections

The **younger** travellers are, the more likely they are to place importance on souvenirs!

Percentage who think souvenirs are **important**



Who do travellers buy for first and how much do they spend on them?



Unique cultural differences



Travellers from **Australia, South-East Asia** and the **Middle East** think of partners first



Getting souvenirs for your colleagues in **Japan** is customary

How much is enough?

Average budget for... **US\$40**

Myself

US\$30

Family & Friends

US\$13

Colleagues

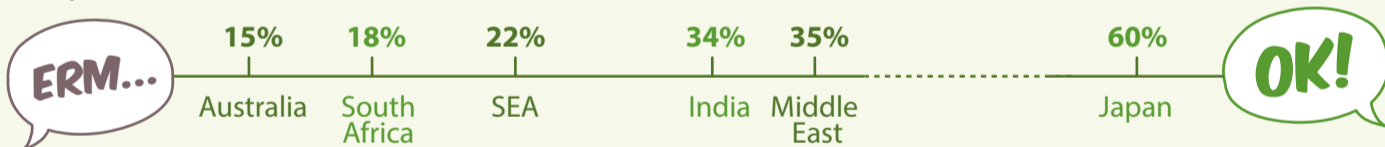
100 **100**

25% of **Middle Eastern & Australian** travellers would spend **>US\$100** on buying souvenirs for themselves!

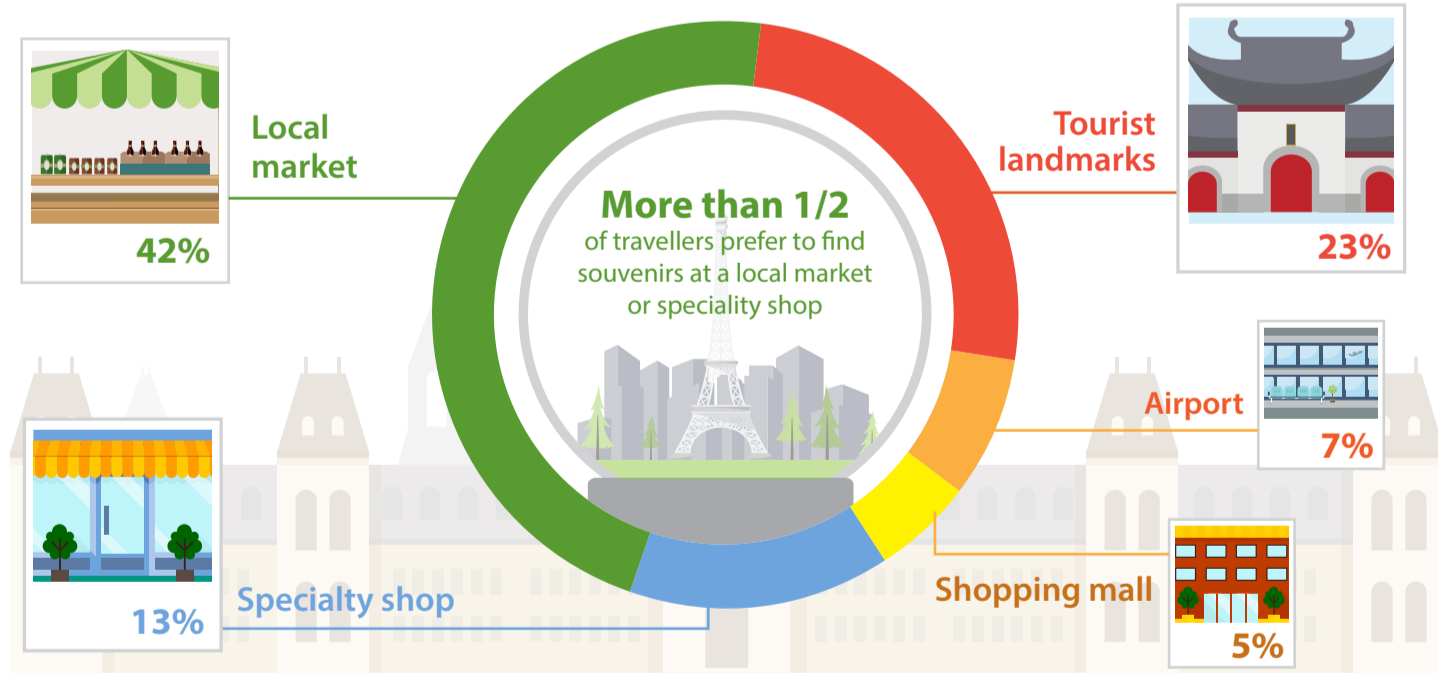
Travellers who would be most happy to accommodate your souvenir request

Likely to feel imposed

Most open



Favourite souvenir haunts



Preferences on souvenir types differ widely across countries!

Most people prefer **local keepsakes, handmade art or antiques & food**



The least preferred souvenirs are **novelty items, decorative trinkets & educational items**



Almost half of Japanese respondents rated food souvenirs as their favourite souvenirs to receive

46%



37%

But **more than a third of South African respondents** rated food souvenirs as the worst



Middle Eastern respondents prefer receiving jewellery as souvenirs

42%



Trace the history of souvenirs in the **Evolution of Souvenirs** and stay up to date with latest news from Holiday Inn by checking **HolidayInn.com/Communications**. Our next infographic showcases all kinds of souvenirs, from the wackiest to the most-loved.