

HOW THE YORK GIFT CARD DRIVES HOSPITALITY & RETAIL SPEND

Program Name: York Gift Card

Client: York BID

Launch Date: 25th November 2017



We've had a really strong uptake of the York Gift Card, that's because people are really proud to live here and give the card as gifts. Each year we are adding more new businesses, gaining new corporate clients, and making more customers aware of their local Gift Card. There really is no end to the potential of a local Gift Card, it can always be developed with new businesses joining and new customers using the card.



Carl Alsop
Operations Manager, York BID

Why they launched a program

York BID introduced the York Gift Card as a means to support the high street, initially seeing the card as a card for residents that would encourage footfall into the city.

Benefits

As well as keeping spend in York, the Gift Card has also been a driving force for bringing new spend into the city, including via tourists. The card reached a milestone of £250,000 Gift Cards sold in 2023 with 91% of businesses seeing spend. Of the top 11 businesses for redemption in 2023, 7 were hospitality. Independent retail department store Browns was one of the most popular retailers.

Who bought Gift Cards



Where were Gift Cards purchased



What type of Gift Cards were purchased



ATE
D'CLOC
RESTAURANT & BAR





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Challenges

York BID wanted to showcase the vibrancy of their city across range of sectors, use cases, demographics and audiences, onboarding a range of businesses from the famous York Minster Cathedral and artisan chocolate shops on the Shambles, York institutions like Bettys, plus restaurants such as Ate O'Clock and Ambiente.

Opportunities

One area where York BID has excelled is constantly innovating with their Gift Card, exploring new use cases and keeping the Gift Card top of mind with customers, including using the card within a residents' festival, commissioning a local artist to create new Gift Card artwork featuring local landmarks, and the introduction of a digital version of the card. The diversity of the offering of the York Gift Card, and the sheer amount of businesses where it can be spent, makes the card an attractive proposition for organisations using the cards for staff rewards and incentives. Technology upgrades from Miconex in 2024 enabled organisations to send digital York Gift Cards to multiple recipients at once, helping to drive corporate sales.

£320K

Local
Spend
Delivered

£51.26

Average card
load value
2024

361

Businesses
Benefitting

HOW ABERDEEN BECAME THE NO. 1 LOCAL GIFT CARD IN THE UK

£800,000 of local spend delivered in 2024. Over 300 businesses and 40% year on year growth in 2024, we explore how Aberdeen Inspired has successfully enhanced availability of their Gift Card with in person sales, introduced a self-service kiosk to sell their card, and cracked the corporate market. [Read more.](#)



HOW SUNDERLAND BID DELIVERED £410K LOCAL SPEND

From a mission to drive footfall and spend, we look at how Sunderland BID put accessibility and choice firmly on the agenda, for their Gift Card, collaborating with a local shopping centre, capitalising on the trend for digital and making their card convenient to buy with sales points across the city and Load This Card. [Read more.](#)



HOW CAMBRIDGE DRIVE £100,000 IN GIFT CARD SALES EACH YEAR

Driving footfall and spend was key for Cambridge BID when introducing their Gift Card. Discover how they put customer proposition to the forefront, embraced corporate incentives as part of their corporate strategy and collaborated with city non-profits to support those experiencing homelessness. [Read more.](#)



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