



Employee Holiday Gift Guide:

How to Gift Smart in 2022

Selecting the perfect holiday gift for all your employees is no easy feat. With so many different interests and preferences, how can you give the gift that pleases all?

That's why Blackhawk Network went straight to the source and surveyed employees in the 2022 Holiday Branded Pay Study. Read on to discover what employees want and expect from their employers so you can gift smart in 2022.

The Expectation Gap

Giving the right holiday reward is no longer a nice-to-have; it's a must-have to attract and retain top talent.



54%

don't like their company's holiday gift



28%

believe they are getting a holiday reward

2x

Younger employees are 2x as likely to consider leaving their company if they do not receive a holiday gift

4 in 10

would consider joining a new company if they were to give out holiday gift cards

What's the Least Useful Holiday Gift You've Received?

1. A frozen turkey

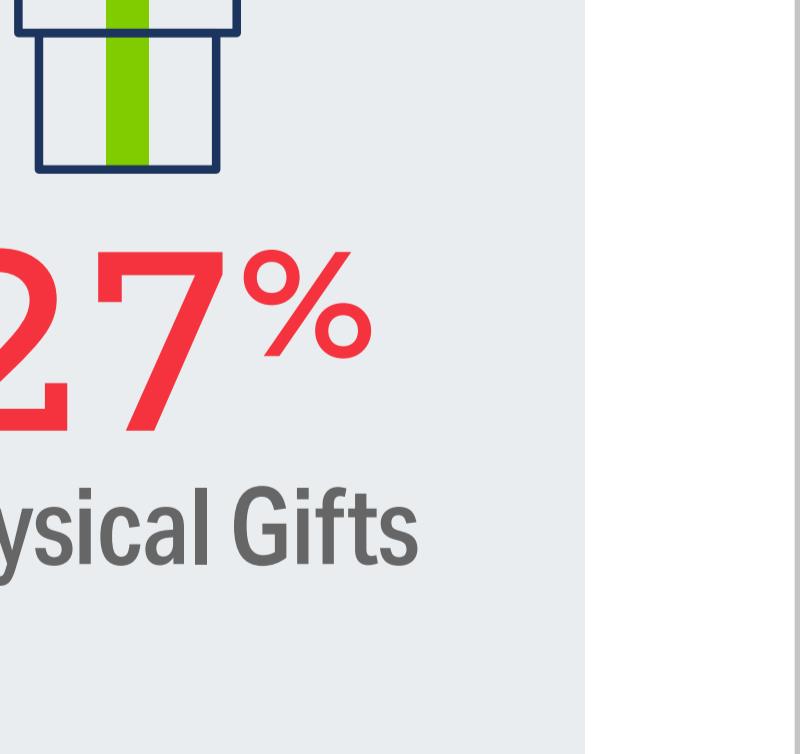
2. A box of Danish cookies on clearance for \$1.50

3. A company-branded coffee cup

4. Tickets to show I have no interest in

5. A bottle of wine that I don't drink

6. A voucher to one specific shop of small electronic goods in a small town where the employer was located.



Skip the Holiday Party

3%

Only 3% chose a holiday party as their preferred holiday reward

Top Holiday Rewards

The days of giving holiday gift baskets have passed. **Bottom-line:** employees want gifts that provide them choice and flexibility. Here are some of employees' favourite holiday rewards:



81%

Prepaid Cards and Gift Cards



53%

Cheque Bonus



39%

Inflation Bonus



37%

Additional Vacation Days



34%

Food Gifts



27%

Physical Gifts



PRO TIP:

Mastercard®, eftpos and Visa® prepaid cards are the

#1 requested cards.

Ready to Gift Smart?

Call +61 3 9930 5020 or visit BlackhawkNetwork.com/au-en/Holiday.

Know exactly what you need?

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