

# ICSC Holiday Forecasting

## Gift-Card Impact on the Shopping Season

### Gift Card Benchmarks

<b>In 2008, Holiday Expenditures in the Form of a Gift Card:</b> .....	<b>13-14% EXPECTED</b>
In 2007.....	14.7%
In 2006.....	17.9%
In 2005.....	13.1%
In 2004.....	14.5%
In 2003.....	13.5%

