



## Friends and Family

### The Expat Survey 2013 Overview

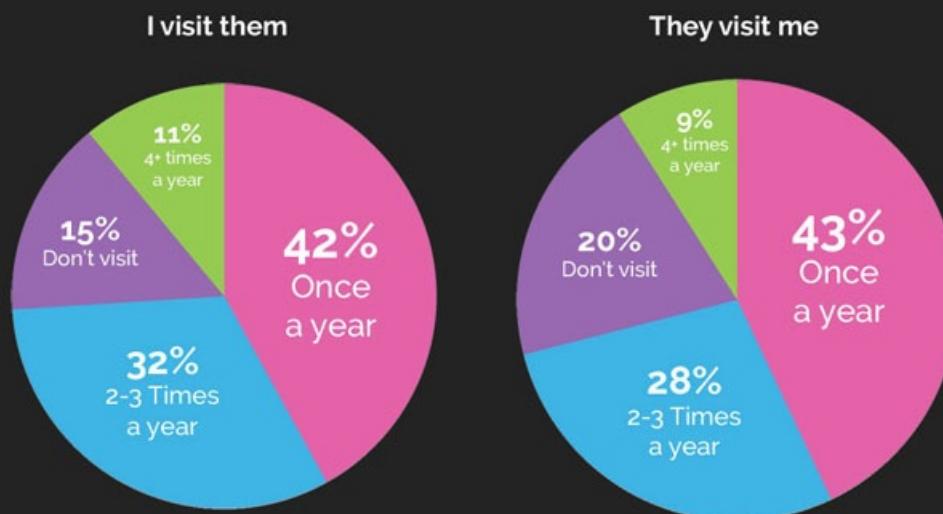
Regardless of nationality, expats demonstrate considerable thoughtfulness and generosity when it comes to giving gifts to their loved ones overseas.

Gestures range from the usual items such flowers, chocolates and cards, with Interflora, Hotel Chocolat and Moonpig dominating activity, to the gifting of retail vouchers with Amazon, John Lewis and Sears being nominated as favourites.

Many really push the boat out with indulgent experiences such as Red Balloon Days, luxury spa visits and top quality restaurants to funding their relatives' next visits with airline vouchers\*.

Expats shared their enthusiasm for airlines that they describe as going the extra mile. Emirates, Qatar and Virgin featured as the three leading favourites. However aside these they also heavily criticised the gift voucher schemes of some airlines stating that they are not user friendly due to excessive traveller constraints and prohibitive conditions of use.

There is a close balance between the number of visits to friends and family and their visits to them.



And when friends and family do visit they are often bearing gifts in their luggage

71% Take goodies to friends and family

20% can't recall taking goodies to friends and family!

9% Don't take goodies to friends and family

From Vegemite to designer clothes from Macy's department store the treats transported to loved ones include beauty and medical products, health supplements, technology items such as kindles, games consoles and mobile phones, entertainment products particularly games, DVDs and CDs and a vast array of food stuffs, both pre-packed and perishable!

To give you a flavour of the international diversity, those treats that stand out as notable or unusual are:



Croatian Rum



French Champagne



Amazon Kindles



Guernsey fudge



Japanese Porcelain



Crabtree and Evelyn



Harrods Golf Balls



New Zealand Recreation magazines



Czech Kolonada wafers



Belgian chocolate



Indonesian ABC soya sauce



Israeli cottage cheese