




2018

HOLIDAYS



Part 2

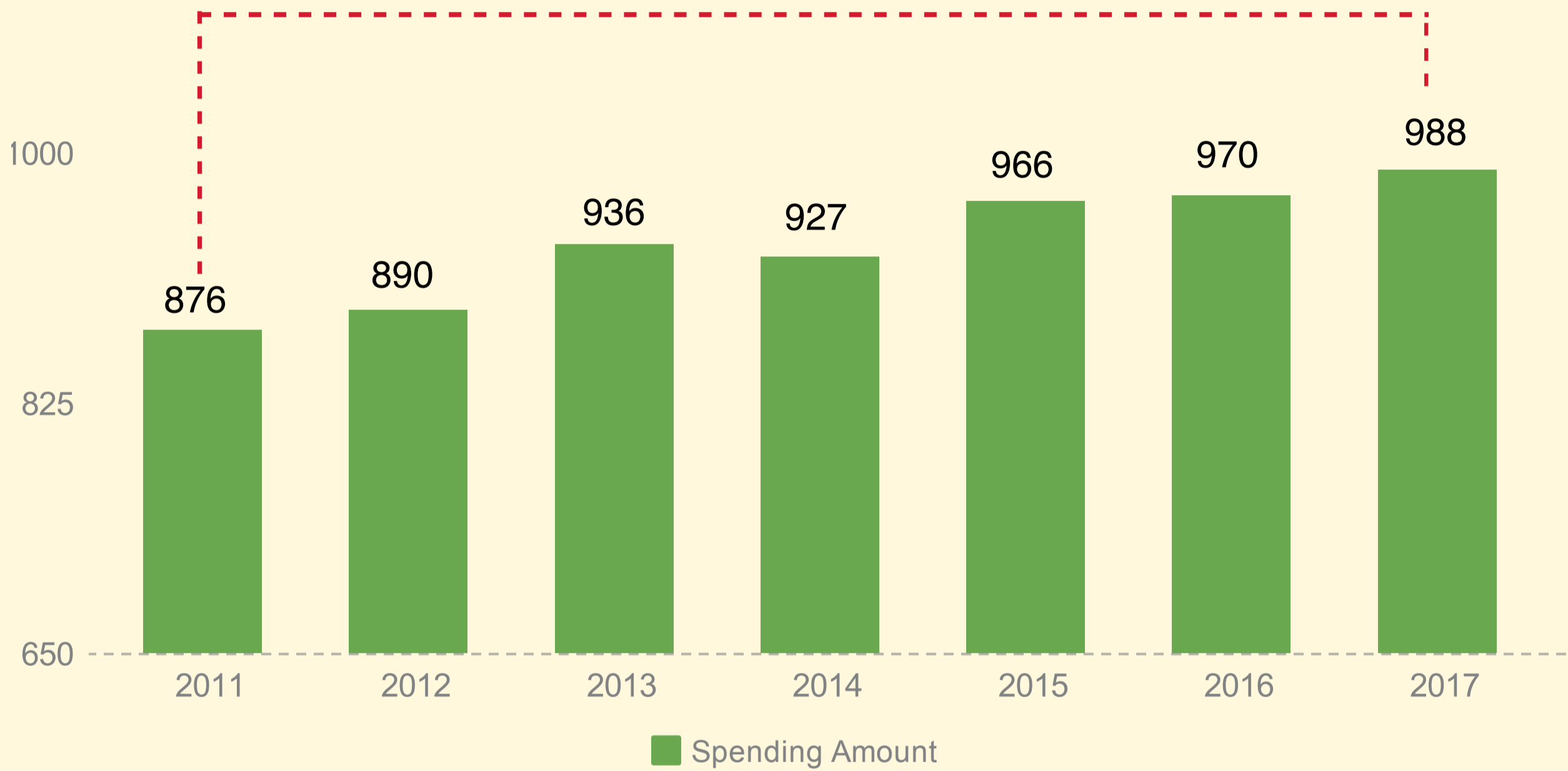


National Numbers

Holiday spending

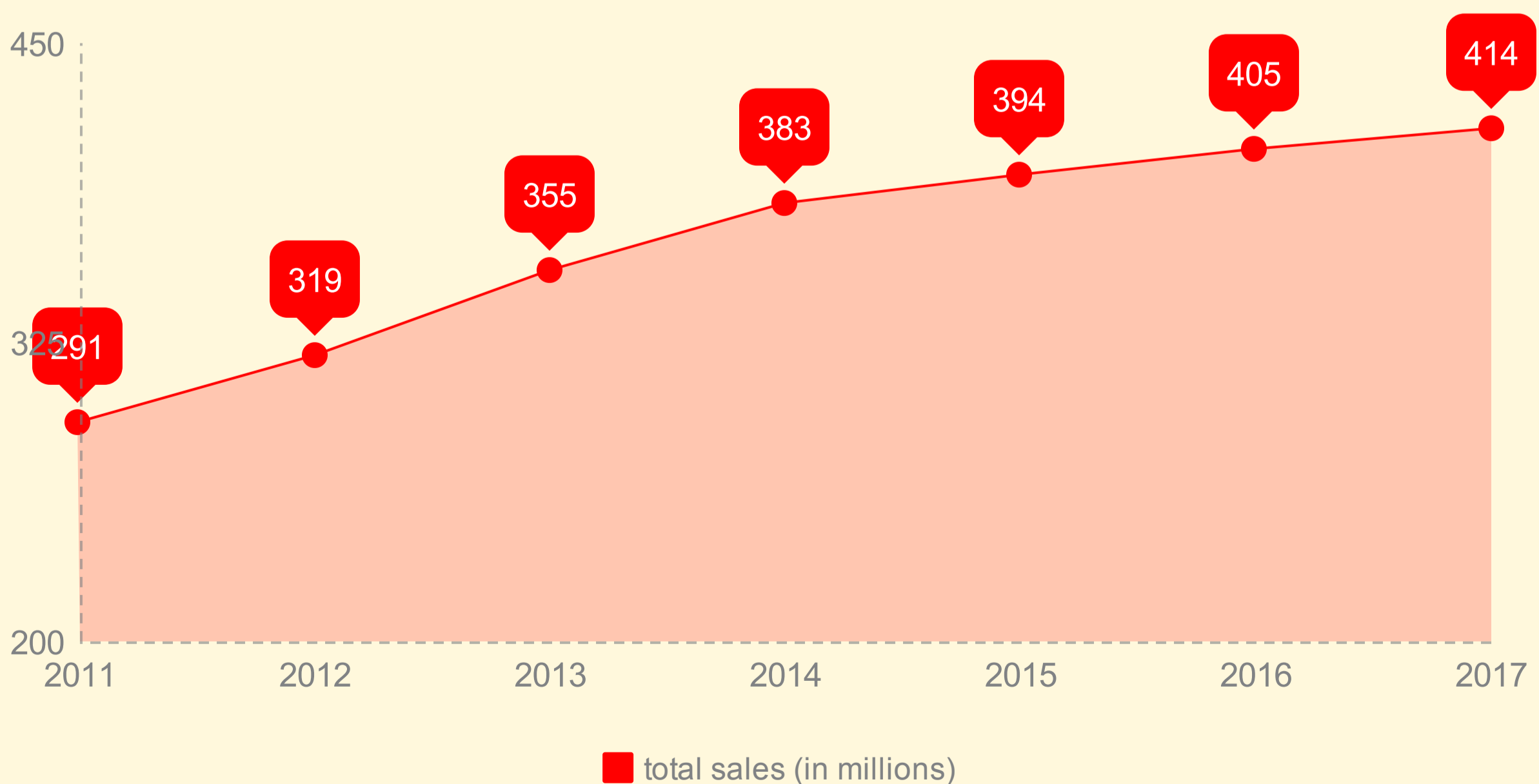
Winter Holiday Average Spending Per Person

12.8% increase



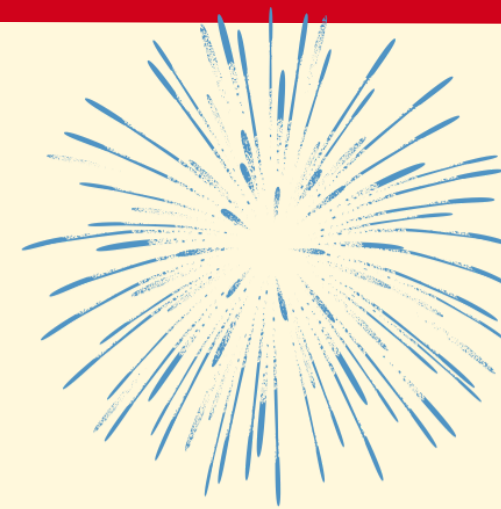
Between Thanksgiving Day and Cyber Monday, more than 165 million U.S. Americans shopped in-stores or online.

Electronic Shopping and Mail-order Houses: U.S. Total

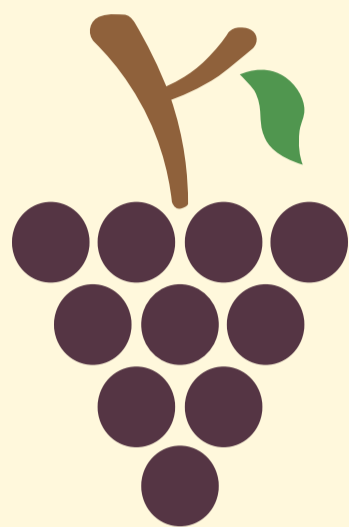




New Year's Traditions



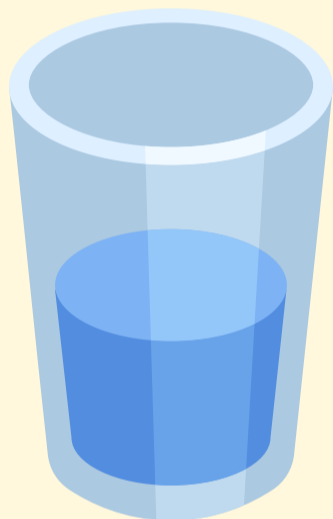
FUN FACTS



In Spain, eating 12 grapes at midnight signifies good luck for the rest of the year



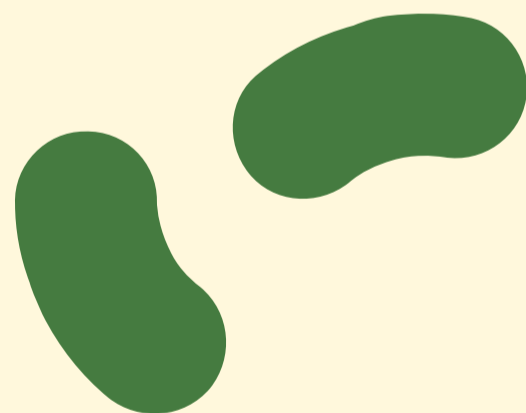
For Brazilians, wearing all-white and/or placing flowers in the ocean represents good luck and fortune



In countries like Cuba, throwing water out of the door or window signifies a renewal



Haitians drink Joumou soup on New Year's Day to celebrate their fight for freedom and independence



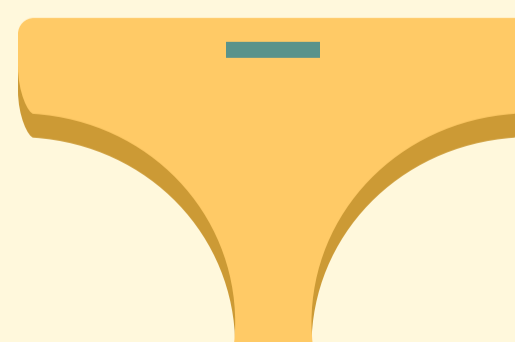
For Chileans, eating lentils at midnight is believed to bring a prosperous year



In Ecuador, burning effigies of popular figures or photographs signifies a cleanse to leave the past behind and have a new beginning



Want to travel in the New Year? Many countries like Colombia believe taking your luggage out for a walk (or run) at the stroke of midnight will bring new adventures!



Wearing a new pair of yellow underwear to bring in the New Year is considered good luck for Venezuelans!

Sources: U.S. Census Bureau,
National Retail Federation,
Winterfest Parade, Santa's Enchanted
Forest, Spady Cultural
Heritage Museum, City of Miami
Beach, Statista, ABC News

