



For Immediate Release

# 2016 Christmas Price Index

Kiwi.com compares the cost of a festive day plus shopping in 90 cities around the world

- **Kiev is the most affordable city to see The Nutcracker (€5.55) whilst San Francisco is the priciest (€106.70)**
- **Belfast the most affordable city to buy Christmas gifts**
- **New York is the most expensive city for a Christmassy day**

**Brno, Czech Republic, 8/12/2016** - Online travel agency [Kiwi.com](http://Kiwi.com) have [produced an Index](#) comparing the cost of one festive day shopping and celebrating in 90 cities worldwide. The Christmas Price Index, which is comprised of two sections, first compares the Cost of a Christmassy Day in each of the locations, calculating how much consumers and visitors pay for festive experiences such as a traditional Christmas meal and a ticket to see The Nutcracker. Secondly, Santa's Price Index compares the price of gifts for an average family, to determine the most affordable cities for Christmas shopping. Kiwi.com hopes their research inspires more travellers experience their much-loved Christmas pastimes in a brand new destination, wherever may suit their budget.

To carry out the research, Kiwi.com began with 90 cities worldwide. They then calculated the Cost of a Christmassy Day by combining the price of one night's accommodation including breakfast, a local traditional lunch, a two-course Christmas dinner, a typical holiday drink, and tickets to see The Nutcracker. All costs are for one person. **Kuala Lumpur** is shown to be the **most affordable city to visit over the holidays** and **New York** the **most expensive**.

Total Visiting Cost - Top 5 Most Affordable				Total Visiting Cost - Top 5 Most Expensive			
	City	Country	TOTAL		City	Country	TOTAL
1	Kuala Lumpur	Malaysia	€115.97	1	New York	USA	€721.97
2	Bogota	Colombia	€116.74	2	Washington	USA	€558.22
3	Jakarta	Indonesia	€158.58	3	Bern	Switzerland	€533.24
4	Buenos Aires	Argentina	€172.04	4	Geneva	Switzerland	€519.26
5	Sofia	Bulgaria	€176.62	5	San Francisco	USA	€511.82

In Santa's Price Index, which compares the cost of a bottle of men's fragrance, a women's perfume, a Princess Barbie and a LEGO Star Wars Millennium Falcon, **Belfast is found to have the most affordable shopping costs**, closely followed by the 5 other UK cities featured in the ranking. The United Kingdom's favourable position in the ranking can be explained by the largely depreciating Pound Sterling over the past year. **Jakarta** secured the top spot as **the most expensive in Santa's Price Index**.

Total Shopping Cost - Top 5 Most Affordable	Total Shopping Cost - Top 5 Most Expensive
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	City	Country	TOTAL		City	Country	TOTAL
1	Belfast	UK	€277.55	1	Jakarta	Indonesia	€538.38
2	London	UK	€290.17	2	Buenos Aires	Argentina	€531.73
3	Manchester	UK	€298.88	3	Rio de Janeiro	Brazil	€531.39
4	Lincoln	UK	€299.96	4	Reykjavik	Iceland	€526.78
5	Brighton	UK	€302.09	5	Shanghai	China	€517.05

**Four** Belgian cities ranked in the Index. **Brussels** ranked as the least expensive Belgian city for a Christmassy Day and shopping, in position **59** at a cost of **€753.88**. This is followed by **Ghent (67, €780.98)**, **Bruges (68, €785.32)** and **Antwerp (69, €787.78)**. This compares to **Bratislava**, found to be the **most affordable city** for both a Christmas visit and shopping at **€493.43**, and **New York**, found to be the **most expensive** at **€1,071.18**.

Total Visit and Shopping Cost Most Affordable				Total Visit and Shopping Most Expensive			
	City	Country	TOTAL		City	Country	TOTAL
1	Bratislava	Slovakia	€493.43	90	New York	USA	€1,071.18
2	Kiev	Ukraine	€519.01	89	Reykjavik	Iceland	€961.06
3	Seville	Spain	€522.82	88	Copenhagen	Denmark	€946.92
4	Cape Town	South Africa	€523.87	87	Bern	Switzerland	€922.97
5	Kuala Lumpur	Malaysia	€530.59	86	Geneva	Switzerland	€908.99

The full results of the ranking can be found on [Kiwi.com's landing page here](#).

#### Further findings from the Cost of a Christmassy Day include:

The city with the **most affordable accommodation** is **Kuala Lumpur** at **€49.00**. The **most expensive city** is **New York** at **€500.00**.

The city with the **most affordable traditional Christmas lunch** is **Kuala Lumpur** at **€7.51**. The **most expensive city** is **Tromsø, Norway** at **€49.73**.

The city with the **most affordable Traditional Christmas dinner** is **Prague, Czech Republic** at **€29.95**. The **most expensive city** is **Basel, Switzerland** at **€195.15**.

The city with the **most affordable holiday drink** is **Jakarta, Indonesia** at **80 cents**. The **most expensive city** is **Melbourne, Australia** at **€9.63**.

The city with the **most affordable tickets to see The Nutcracker** is **Kiev, Ukraine** at **€5.55**. The **most expensive city** is **San Francisco, USA** at **€106.70**.

#### Further findings from the Santa's Index include:

The **most affordable city to buy men's fragrance** is **Mexico City, Mexico** at **€45.94**. The **most expensive city** is **Shanghai, China** at **€126.12**.

The **most affordable city to buy women's perfume** is **Santiago, Chile** at **€67.22**. The **most expensive** is **Jakarta, Indonesia** at **€223.64**.

The **most affordable city to buy a Princess Barbie** is **Shanghai, China** at **€9.05**. The **most expensive** is **Santiago, Chile** at **€47.54**.

The **most affordable cities to buy a LEGO Star Wars Millennium Falcon** are the **six cities from the UK** featured in the ranking, **Manchester, Edinburgh, London, Brighton, Lincoln** and **Belfast** at **€106.71**. The **most expensive** is **Buenos Aires, Argentina** at **€293.39**

“Whether you’re travelling to see relatives this year, thinking of taking your family on a festive holiday or simply curious - The Christmas Price Index provides fascinating insight into the economics of the holiday season around the world,” states Oliver Dlouhy, CEO of Kiwi.com. “We found The Nutcracker results especially interesting, and were amazed to see the show featured in so many cities worldwide.”

All data, prices and currency conversions valid on November 15, 2016. Discrepancies may exist due to recent largely fluctuating currencies. The cost of accommodation including breakfast was taken from an average weekend cost on 16-18th December in three 5\* hotels (where available) in the city centre. The cost is for one person. The price of the two-course Christmas dinner was sourced from the three 5\* hotels and then averaged. The cost of the traditional Christmas lunch was taken from five different establishments serving the local variety of Christmas lunch and then averaged. The price of the local holiday drink was found by averaging the price of the local Christmas drink of choice in Christmas markets and other festive venues where appropriate. Shopping prices were calculated using the prices most widely available for that country and specific city, where available.

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