



KEY COMPONENTS

CHRISTMAS WINTER MARKET

25 LOCAL ENTERPRISES VIBRANT COMMUNAL SPACE REACH INTO THE COUNTY TOWNS & VILLAGES

QUALITY ENTERTAINMENT

MOVIE SCREENINGS
FIRE SHOW | CHILDRENS
THEATRE SHOW
STREET ENTERTAINERS

LOCAL LIVE
PUBLIC
PERFORMANCES
CONCERTS ALL GENRES

A VIBRANT INCLUSIVE ENGAGING & ENJOYABLE PROGRAMME- ATTRACT & RETAIN CUSTOMERS TO KILKENNY CITY & COUNTY|LIFT LOCAL SPIRITS



52 PERFORMANCES 259 MUSICIANS ENGAGED

PERFORMANCES OVER 22 DAYS

€42,000 PAID TO LOCAL MUSICIANS

LLPPS BANDSTAND





SIGNIFICANT NATIONAL & LOCAL PUBLICITY

30+ EVENTS IN PERSON COVID-COMPLIANT SUPPORTED 23 RURAL COMMUNITIES

2,000 TICKETS SOLD TO EVENTS

4.5K RAISED FOR CHARITY

60,000 PEOPLE ESTIMATED ATTENDED EVENTS

105 PIECES OF EARNED MEDIA COVERAGE

EARNED MEDIA
COVERAGE
REACHING OVER
1 MILLION PEOPLE

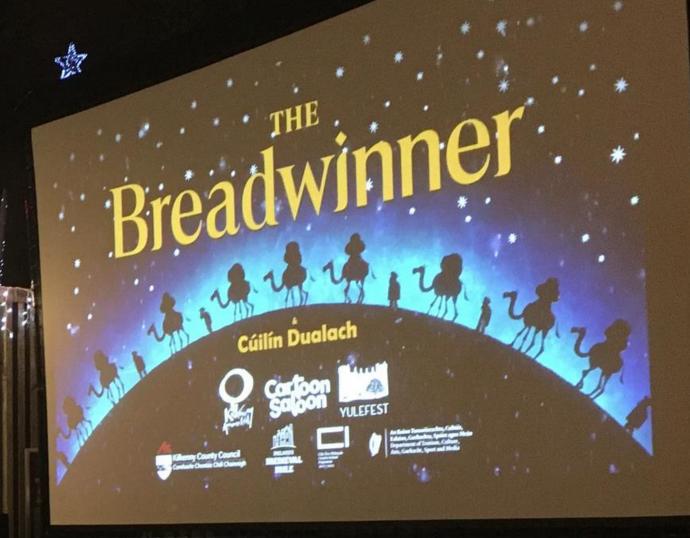
500,000 PEOPLE REACHED ON SOCIAL MEDIA

ADVERTISING TO 206,000 PEOPLE IN THE REGION WEEKLY

332,000 RTE NATIONWIDE AUDIENCE

CARTOON SALOON WATERGATE THEATRE FARMERS MARKET AN GARDA SIOCHANA OPWIKLLKENNY CASTLE LOCAL BUSINESSES WOODSTOCK GARDENS BUTLER HOUSE& GARDENS CASTLECOMER DISCOVERY PARK NORE VALLEY FARM CYCLE KILKENNY KILKENNY CITY HARRIERS SANTA RUN COMMITTEE MUSIC GENERATION LOCAL SCHOOLS & CHOIRS RURAL TOWNS & VILLAGES

PARTNERS



(1) Ballyraggett(2) Callan(3) Castlecomer(4) Dunnamaggin (5) Ferrybank(6) Freshford (7) Glenmore (8) Goresbridge (9) Gowran (10) Graignamanagh(11) Johnstown (12) Johnswell (13) Larche (14) Lisdowney(15) Listerlin (16) Mooncoin (17) Muckalee (18) Mullinavat(19) Paulstown(20) Piltown (21) Tullahought (22) Turkstown (23) Urlingford





YULEFEST

CLIRISTMAS IN KILKENNY













THANK YOU MILE BUÍOCHAS

"Feedback from our customers is great, loving the parade, the music and the lights.

I'm speaking to customers from Waterford, Wexford, Kildare and further afield (Cork) here for day trips or short hotel breaks - all very impressed with the presentation of the city and the vibrancy, all saying the atmosphere is lovely. I think there's huge potential to build on and to draw more day trippers and shoppers from Kildare and other places especially within the 1 hour radius - great spenders when they come!"

Anne Barber -The Butterslip, Kieran Street, Kilkenny.