

WHY COUNTY WEXFORD UPGRADED FROM PAPER TO A HIGH-TECH GIFT CARD

Program Name: County Wexford Shop Local Gift Card

Client: County Wexford Chamber

Launch Date: 15th November 2024

The transition from paper vouchers to the County Wexford Shop Local Gift Card has been an undeniable success. This Mastercard backed scheme has not only made spending more convenient but has also provided a well needed boost to the local economy by encouraging spending within the county. Between November and December 24, we sold €588,000 Gift Cards, with €255,000 quickly spent across more than 3,000 transactions - directly benefiting local businesses, preserving jobs, and enriching community life.

Paula Roche,
CEO, County Wexford Chamber

Why they switched to Miconex

First introduced in 2020, the paper County Wexford Shop Local Vouchers were a success with over €2 million in spend. They upgraded to a physical and digital County Wexford Shop Local Gift Card with Miconex to enhance convenience for all audiences, making it easier for people earning money in County Wexford to spend that money locally.

Benefits

A huge benefit for the Chamber in introducing their new Gift Card was the digital option. The Chamber had received feedback that a digital Gift Card was what people wanted, in line with the move toward mobile payments. With their new County Wexford Shop Local Gift Card in place, individuals could add the digital version of the card into their digital wallet and 'tap to pay' presenting a huge step forward for the county and enabling them to present the best of the county in one Gift Card.

Who bought Gift Cards?

Organisations

Individuals

Where were Gift Cards purchased?

In person

Online

What type of Gift Cards were purchased?

Physical





WHY COUNTY WEXFORD UPGRADED FROM PAPER TO A HIGH-TECH GIFT CARD

Challenges

With a successful paper program behind them, County Wexford Chamber had the challenge of onboarding both new and existing businesses across the four districts of County Wexford - New Ross, Gorey, Wexford Town and Enniscorthy, with the aim of bringing a wide variety of sectors on board. Working alongside Miconex, County Wexford Chamber undertook the onboarding process sharing the benefits of the upgrade to merchants, such as the simple one-time registration process, that the card works on existing payment terminals and businesses get paid quickly. At launch in November 2024, the County Wexford Chamber Shop Local Gift Card had 150 participating businesses and around 200 by January 2025.

Opportunities

Launching just before Christmas, the Chamber was keen to maximise the Christmas gifting opportunity, driving sales from both consumers and corporate organisations. Effective communications emphasised the benefits of the card to both audiences, harnessing the pride that people feel in their County Wexford community. The Chamber secured an amazing €588,000 of County Wexford Chamber Gift Cards from launch to Christmas, demonstrating the success of the program in a short time.

+€588,000

Sales in
Nov-Dec 2024

€172.75

Average card load
value 2024

200

Businesses
Benefitting

WHY DONEGAL TOWN SWITCHED FROM PAPER TO A HIGH TECH GIFT CARD

Described as a ‘resounding success’ from the outset, we look at why Donegal Town switched their successful paper program to a high-tech Gift Card with Miconex reducing administration, enhancing ease for all audiences, and helping the initiative to unlock the next phase of ‘shop local’ growth. [Read more.](#)



HOW LETTERKENNY ACHIEVED €7 MILLION IN SALES IN 2024

In 2024, Letterkenny upgraded their successful ShopLK Gift Card to a high-tech Gift Card with Miconex. We look at how the upgrade reduced friction for participating merchants, enhancing accessibility and convenience for a range of customers, and helping the program achieve over €7 million in sales in 2024. [Read more.](#)



HOW SLIGO BID'S GIFT CARD GENERATED €1 MILLION IN SALES IN 2024

With national Gift Cards carrying a large commission for businesses to accept, we discover how Sligo BID introduced their commission free, friction free, easy to use Love Sligo Gift Card for their town. Described as a game-changer for local businesses, the Sligo Gift Card achieved €1 million in sales in 2024. [Read more.](#)



mi-cnx.com

MICONEX