

HOW ENNISKILLEN ACHIEVED £1 MILLION IN GIFT CARD SALES

Program Name: Enniskillen Gift Card

Client: Enniskillen BID

Launch Date: 25th November 2017

“ When we first introduced the Enniskillen Gift Card, we were goggling at the idea of the Gift Card reaching £100,000 in sales. £1 million in sales is phenomenal. Plus, the majority of people spend more on top of their Gift Card, typically around 65%, so the true impact of the Gift Card is an estimated £1.65 million. We can see and track every gift card being spent in Enniskillen, and it both locks spend into the town and brings money in as organisations and tourists alike choose the card over alternatives. It’s our biggest success story.

”



Noelle McAloon
Enniskillen BID Manager

Why they launched a program

With a population of just 14,000 people, and a strong reliance on local businesses, the island town of Enniskillen were leaders in the shop local concept in Northern Ireland, introducing their Gift Card as a way to support their businesses and unify the community.

Benefits

The community has taken the Gift Card to its heart, with a tangible impact on the local economy and a success that has continued to build. In 2024, the Enniskillen Gift Card evolved its program to stay at the forefront of ‘shop local’ and payment trends, introducing a digital version of the card with Miconex. The initiative reached a key milestone of £1 million in sales in 2024.

Who bought Gift Cards?

Org

Individuals

Where were Gift Card purchased?

In person

Online

£1 MILLION
GIFT CARD SALES

EXPERIENCE Enniskillen





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Challenges

In a small town, Enniskillen BID realised that they would have to make the Gift Card integral to the community to make it a success. They achieved through consistent marketing that built on the sense of pride that people feel for Enniskillen, working closely with businesses to make the Gift Card part of their marketing strategies, encouraging ownership of the Gift Card through sponsorship of local events and developing strong links with local press. As a result, consumers and Gift Card businesses in Enniskillen are huge advocates for the program.

“It’s amazing how many Enniskillen Gift Cards are spent here at the restaurant and that is a real blessing, driving tangible revenue for the business,” Matthew McCabe, GM, The Firehouse Bar & Grill, Enniskillen.

Opportunities

Enniskillen BID saw the corporate market as a huge opportunity, encouraging local firms to use the card for rewards and incentives. There was a strong uplift in corporate usage of the Gift Card from 2020, with the BID evolving its corporate strategy over time, to suit the needs of corporate organisations. Developing relationships and offering a personal service has helped Enniskillen BID to drive significant sales in the corporate market.

£1 million

Local
Spend
Delivered

158

Businesses
Benefitting

HOW ABERDEEN BECAME THE NO. 1 LOCAL GIFT CARD IN THE UK

£800,000 of local spend delivered in 2024. Over 300 businesses and 40% year on year growth in 2024, we explore how Aberdeen Inspired has successfully enhanced availability of their Gift Card with in person sales, introduced a self-service kiosk to sell their card, and cracked the corporate market. [Read more.](#)



HOW SUNDERLAND BID DELIVERED £410K LOCAL SPEND

From a mission to drive footfall and spend, we look at how Sunderland BID put accessibility and choice firmly on the agenda, for their Gift Card, collaborating with a local shopping centre, capitalising on the trend for digital and making their card convenient to buy with sales points across the city and Load This Card. [Read more.](#)



HOW CAMBRIDGE DRIVE £100,000 IN GIFT CARD SALES EACH YEAR

Driving footfall and spend was key for Cambridge BID when introducing their Gift Card. Discover how they put customer proposition to the forefront, embraced corporate incentives as part of their corporate strategy and collaborated with city non-profits to support those experiencing homelessness. [Read more.](#)



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MICONEX