

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

Program Name: Love Sligo Gift Card

Client: Sligo BID

Launch Date: October 2023



Over €1 million in sales for the Love Sligo Gift Card in a single year is extraordinary and is testament to how valued 'shop local' is in Sligo. A huge benefit of the Love Sligo Gift Card is that there are no costs to businesses in registration, setup or acceptance of the card. Other competing Gift Cards carry commission rates of 7-12% for the business, which is a big hit to the retailer. By choosing the Love Sligo Gift Card, customers are reassured in knowing that the business will keep 100% of the transaction.



Gail McGibbon
CEO, Sligo BID

Why they launched a program

Sligo BID wanted to lock money into the town and provide tangible support for a range of sectors. They were particularly keen to introduce a Gift Card that was commission free for businesses, and to make supporting local compelling for consumers and organisations.

Benefits

The Love Sligo Gift Card was a game-changer for Sligo businesses, keeping 100% of Gift Card spend with local businesses. A wide range of businesses signed up, spreading the benefit across sectors. That the card is 'friction-free' was a huge benefit for businesses, who were able to accept the card on existing terminals with no online activation or PIN required. Of the £1 million cards purchased between Nov 23 and Nov 24, €800,00 was redeemed in the same period, driving 20,000 in-store transactions.

Who bought Gift Cards?



Where were Gift Cards purchased?



What type of Gift Cards were purchased?





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

Challenges

A challenge faced by Sligo BID lay in educating merchants around the benefits of the card for them and their community. With businesses used to accepting competing cards with high commission rates, communications spanning in-person visits, PR and social media covered the benefits of the card, including the 0% commission, QR code for customers to check balances, and ease of use of the card for businesses. A concerted effort from Sligo BID led by program manager Mark Cunningham in advance of the key Christmas trading period brought 217 merchants on board across a range of sectors, alongside national onboarding of retailers such as Smyths Toys at a Miconex level. 240 local businesses were participating by November 2024. Having a dedicated program manager to drive sales and a standalone Gift Card website helped drive success for the Love Sligo Gift Card

Opportunities

The €1,500 Small Benefit Exemption scheme in Ireland presented a significant opportunity for Sligo BID to capitalise on corporate sales, with a concerted campaign to drive awareness and sales. Around 70% of the €1 million sales between Nov 23 and Nov 24 was dedicated to local organisations purchasing the card for employee rewards. In 2024, Sligo BID were able to innovate further using Miconex technology to introduce a digital version of the card for organisations, making it easier than ever for organisations to choose local. In addition, a focus on developing in-person locations to buy the card increased accessibility for all audiences.

€1 million

Local
Spend
Delivered

3000%

YoY
Growth

240

Businesses
Benefitting

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.](#)



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

Following strong demand for a physical and digital Gift Card, County Wexford Chamber tell us how they successfully upgraded to the County Wexford Chamber Shop Local Gift Card with Miconex, successfully communicating the benefits and securing €588,000 of sales between November and December 2024. [Read more.](#)



mi-cnx.com

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.](#)



MICONEX