

HOW LETTERKENNY ACHIEVED €7 MILLION IN SALES IN 2024

Program Name: ShopLK Gift Card
Client: Letterkenny Chamber of Commerce
Launch Date: 2024

“2024 has been an incredibly successful year for the ShopLK Gift Card, surpassing even our own expectations for growth. Our partnership with Miconex has allowed us to introduce a raft of technological advancements for our card, including the digital ShopLK Gift Card which has proved very popular, and Load This Card, enhancing accessibility and convenience of the card for a range of customers. Web sales were also up on last year and all round we are now able to offer a better online service. We are proud to be the biggest local Gift Card program in Ireland in 2024.”



Toni Forrester
CEO, Letterkenny Chamber

Why they switched to Miconex

A ‘shop local’ pioneer, Letterkenny Chamber first introduced their ShopLK shopping initiative and brand in 2004, paper voucher in 2006 and Gift Card in 2010, with over €22 million in sales to date. In 2024, Letterkenny Chamber upgraded to a high tech physical and digital Gift Card with Miconex to enable them to attain the next level of ‘shop local’ growth.

Benefits

In the 12 months to March 2024 in Ireland, €12 billion was spent using mobile wallets in Ireland, representing over 50% of all contactless payments. Introducing their digital ShopLK Gift Card in August 2024 enabled Letterkenny Chamber to stay at the forefront of payment trends. The digital card, and the new physical card working through the Mastercard system was welcomed by Letterkenny merchants, reducing friction and reflecting changing consumer behaviour.

Who bought Gift Cards?



Where were Gift Cards purchased?



Where were Gift Cards purchased?



€7,059,200





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Challenges

There was real demand for a digital version of the ShopLK Gift Card from various audiences, including merchants, organisations and consumers. With an existing program, and existing customers, Letterkenny Chamber worked alongside Miconex to ensure a seamless transition including onboarding of merchants to the new ShopLK Gift Card, facilitating the sale of the ShopLK Gift Card through Miconex's e-commerce platform, plus communications around key program upgrades, such as the introduction of digital.

Opportunities

Each year since it launched, the ShopLK Gift Card has enjoyed year-on-year growth, particularly from organisations, in line with increases in the Small Benefit Exemption in Ireland from €100 in 2004 to €1,500 in Jan 2025, and an increased understanding in ESG and the need for organisations to take an active role in the success of their community. In November 2024, Miconex introduced new technology allowing organisations to send digital Town & City Gift Cards to their employees online, representing a further opportunity for the ShopLK Gift Card to increase its share of the employee gifting market, and supporting the €1.3million growth of the program. Assisted by Miconex technology, a Load This Card option was introduced in 2024, further enhancing accessibility of the card.

+€7 million

Local
Spend
Delivered

€1.3m

Growth
2023- 2024

270

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.](#)



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 why 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.](#)



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.](#)



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