

SWORDS PAVILIONS

**NORTH DUBLIN'S
PREMIER SHOPPING
DESTINATION**

SWORDS PAVILIONS, NORTH DUBLIN



DUBLIN, A YOUNG & COSMOPOLITAN CITY

SWORDS PAVILIONS, NORTH DUBLIN



AT THE NORTH WELCOME TO

HEART OF DUBLIN SWORDS PAVILIONS

Swords Pavilions is the prime retail centre serving Dublin's northern suburbs, situated directly adjacent to the M1 motorway. Completed in 2001, the centre was subsequently extended in 2006 to provide approximately 46,000 sq m (490,000 sq ft) of retail and leisure space.

It is anchored by Dunnes Stores, SuperValu and Penneys, alongside 96 retail shops and restaurants, an 11-screen cinema and 2,000 space car park.

1.3 MILLION

DUBLIN CITY AND COUNTY POPULATION

1.9 MILLION

POPULATION OF THE GREATER DUBLIN AREA

DID YOU KNOW?

60 %

OF THE POPULATION OF SWORDS IS UNDER THE AGE OF 35



103

SHOPS AND RESTAURANTS

11

SCREEN CINEMA

2,000

CAR PARKING SPACES



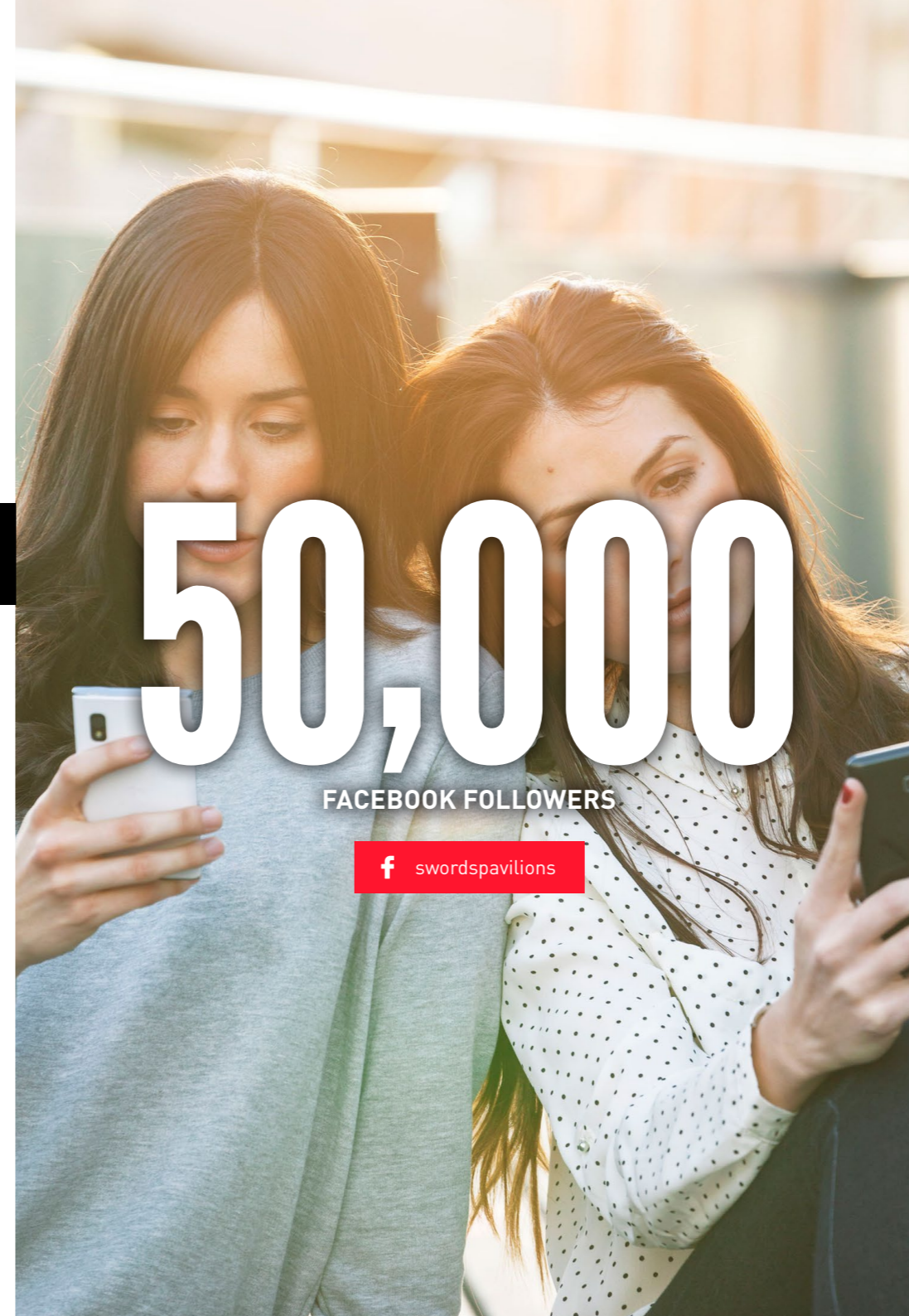
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MILLION

VISITOR FOOTFALL

VISITOR FOOTFALL BY ACORN CATEGORY (TOTAL CATCHMENT)

- 17% WEALTHY ACHIEVERS
- 4% PROSPEROUS PROFESSIONALS
- 23% URBAN SINGLES & SHARERS
- 15% YOUNG FAMILY AREAS
- 19% COMFORTABLE AREAS
- 20% LOWER STATUS AREA
- 3% REMOTE AREAS



50,000

FACEBOOK FOLLOWERS

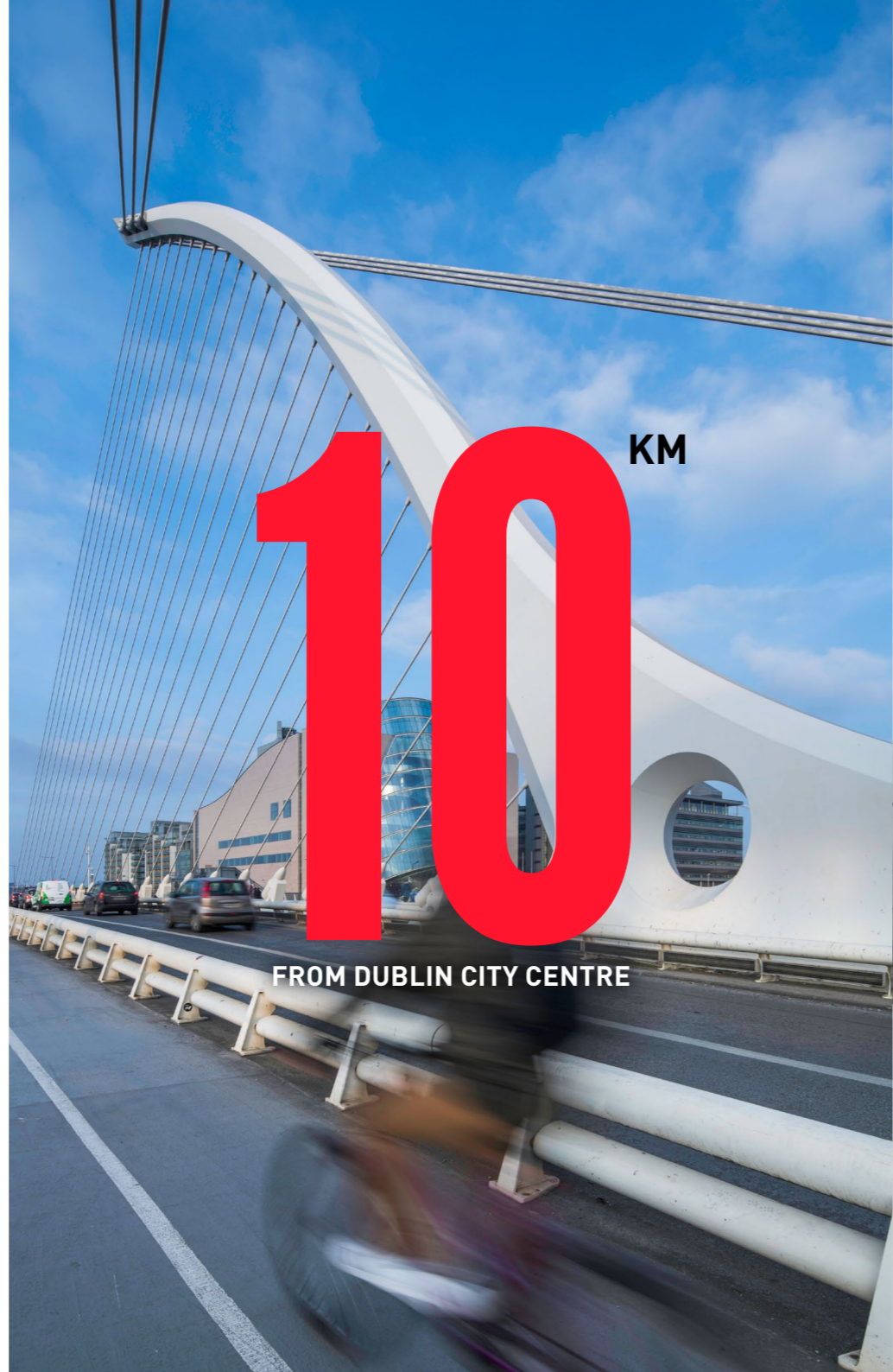
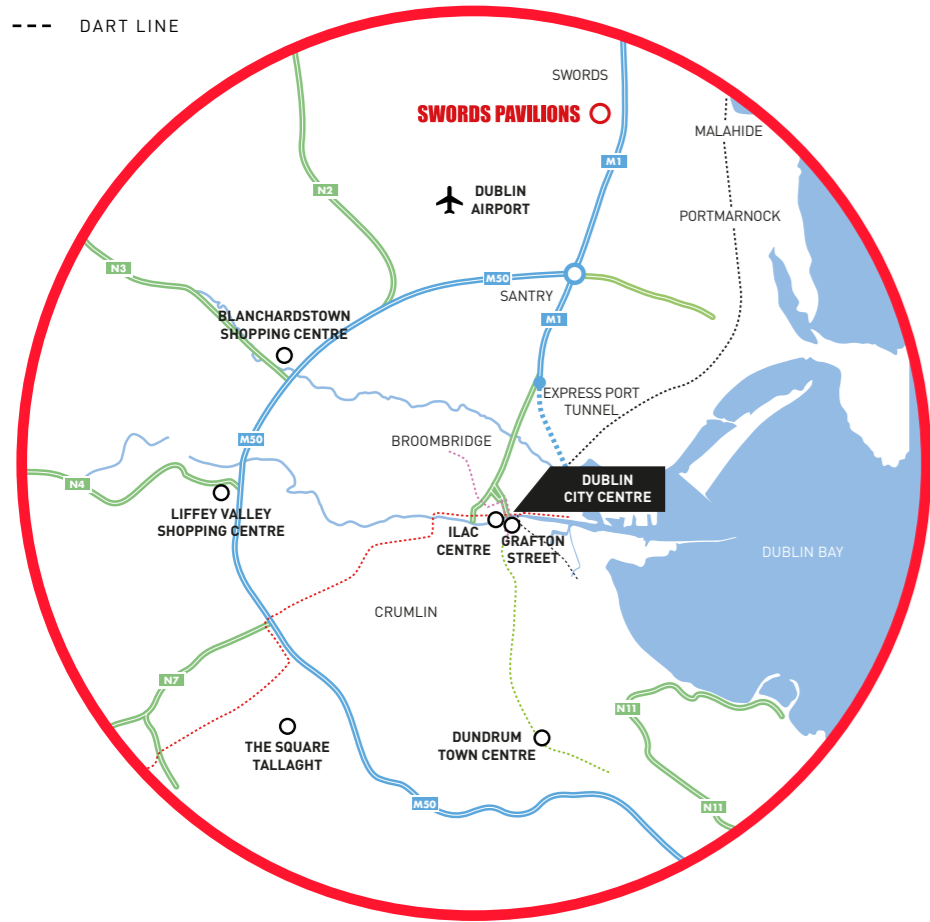
 swordspavilions

46,000

SQ M OF RETAIL AND LEISURE SPACE

KEY

- SWORDS PAVILIONS
- LUAS CROSS CITY LINE
- LUAS GREEN LINE
- LUAS RED LINE
- DART LINE



10 KM
FROM DUBLIN CITY CENTRE



5 MINS
FROM DUBLIN AIRPORT



88

AVERAGE VISITS PER YEAR

72 MINS

AVERAGE DWELL TIME

44%

OF VISITORS ARE FROM TOP THREE ACORN CATEGORIES

SHOPPER PROFILE



59%

OF SHOPPERS ARE IN THE HIGH SPENDING 16-44 AGE BRACKET

€78

AVERAGE TOTAL SPEND PER VISITOR

SHOPPER AGE DEMOGRAPHIC

15% 18 - 24

16% 25 - 34

20% 35 - 44

18% 45 - 54

15% 55 - 64

17% 65+

25%

MALE SHOPPERS

75%

FEMALE SHOPPERS



RETAIL & FASHION

DUNNES STORES PENNEYS

schuh next

ZARA MANGO

TOMMY HILFIGER

SKECHERS SuperValu

TKmaxx Boots H&M



LATEST OPENINGS

smiggle®

flying tiger copenhagen

Carraig Donn

A NEW 1,000 SQ M



A NEW FLAGSHIP RIVER ISLAND

FIVE GUYS BURGERS and FRIES



RESTAURANTS & LEISURE

Nando's Ruby's PIZZASCHERIA

MOVIES @ SWORDS Butlers CHOCOLATE MASTERS, SINCE 1932 GOURMET BURGER KITCHEN

bb's coffee & muffins COSTA

STARBUCKS STARBUCKS®

A NEW RESTAURANT QUARTER

A new restaurant quarter will open soon, bringing Five Guys (3rd opening in Ireland) and Milano. You'll find them on the upper level, next to Movies @ Swords and Zara.

FIVE GUYS
BURGERS and FRIES



28 MINS

AVERAGE F&B DWELL TIME

€ **12**

AVERAGE F&B SPEND

36 %

AVERAGE F&B CONVERSION RATE

OUR SHOPPERS' PREFERRED FOOD AND BEVERAGE EXPERIENCE FOR SWORDS PAVILIONS



18 %

FAST CASUAL



27 %

CASUAL DINING/PUB



12 %

BUFFET



18 %

FORMAL DINING



6 %

GRAB AND GO

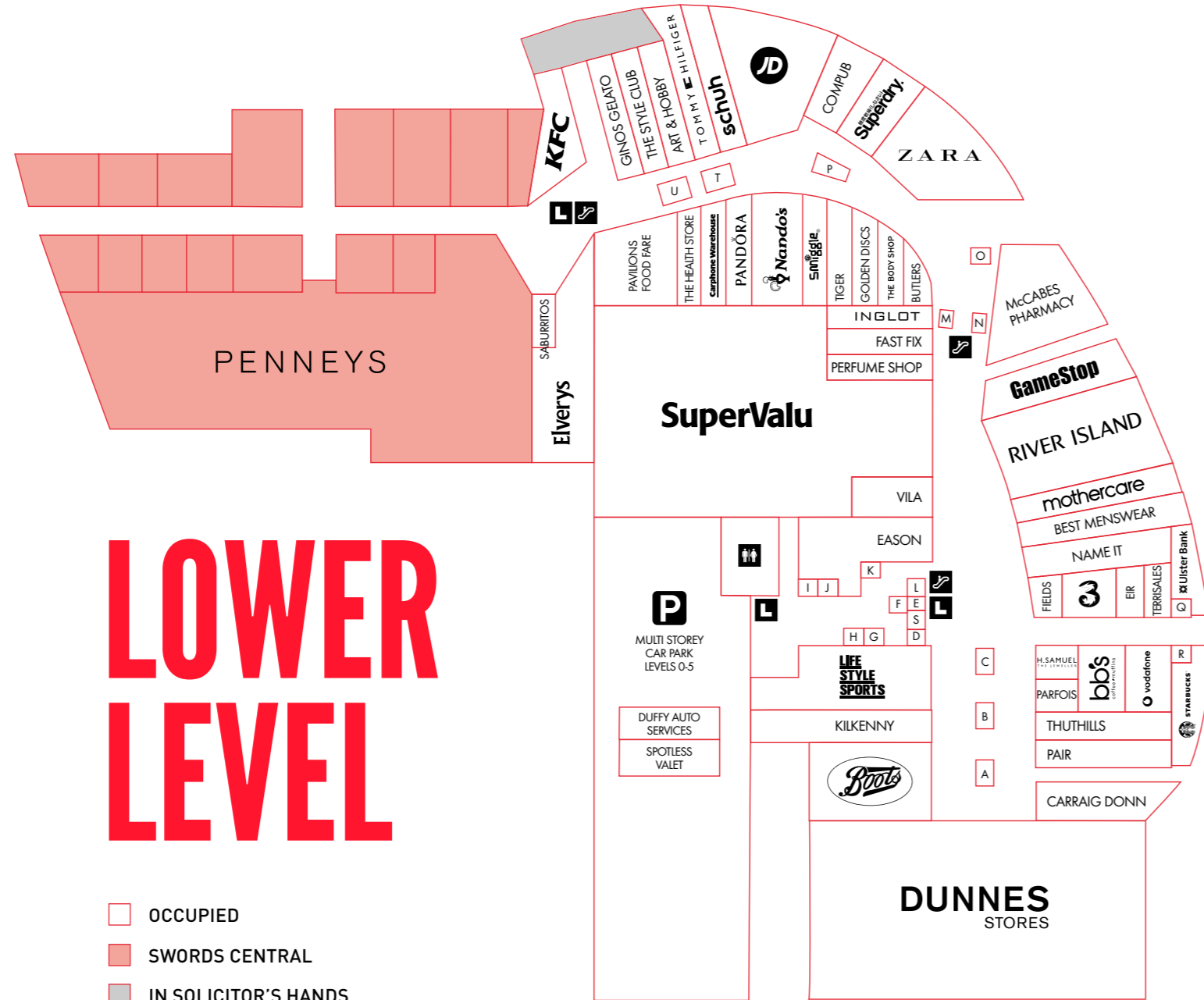


18 %

COFFEE SHOP

Kiosks

- A SUGAR DOLLS
- B HALE VAPING
- C WHIPPED
- D NO.1 CURRENCY
- E THE ROLLING DONUT
- F JUMP JUICE BAR
- G TONY QUINN
- H CRILLY SHOE REPAIRS
- I NATURES GIFT
- J NATURES GIFT
- K CHOPPED
- L ARBOUR BLOOMS
- M SKY
- N FITFLOP
- O CASSIDY TRAVEL
- P COSTA
- Q ZIPPY ALTERATIONS
- R THE PC CLINIC
- S STITCH A NAME
- T VIRGIN MEDIA
- U KINGDOM OF SWEETS




- OCCUPIED
- SWORDS CENTRAL
- IN SOLICITOR'S HANDS





- 1 THE BROW BOUTIQUE
- 2 COFFEE CUISINE

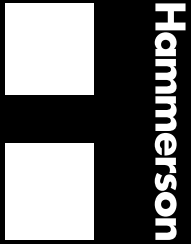
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www.pavilions.ie

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