

NEWSLETTER

JANUARY 2024

ENNISKILLEN GIFT CARD

2023 SALES: £230,251

Increase of Enniskillen Gift Card sales **up 20%** on 2022.

Growing successfully into a year-round gift of choice – sales increasing every month.



ENNISKILLEN GIFT CARD: Keeping money in our town, bringing in footfall and promoting a strong business community.

Total overall sales since launch in 2017: **£863,561 WOW!**

Over 140 Enniskillen businesses benefiting.

SCAN QR CODE AT THE BACK OF THE CARD TO VIEW THE BALANCE ON THE CARD



EXPERIENCE **Enniskillen**
Be a part of it.
Check your Enniskillen Gift Card balance any time: www.getmybalance.com or scan the QR code on the back of your card.

HEALTH & BEAUTY

Belmore Dental
Body & Soul
Bradleys Pharmacy
Corrys Chemist
Daniel Anthony's
Deirdre Burns Aesthetics
Elysian Hair & Beauty
Erne Pharmacy
Gordons Chemist
Headquarters

Holland & Barrett, Enneside
Hughes Pharmacy
Lakeland Pharmacy
Maguire McCann Dental Surgeons
McBride and McCreech
McGovern Opticians
Natures Choice
Vibrant Unisex Hair Salon
Xtreme Hair & Beauty

ACCOMMODATION

Belmore Court & Motel
Enniskillen Hotel
Killyhevin Lakeside Hotel & Lodges

Lough Erne Resort
Westville Hotel

LEISURE & ATTRACTIONS

Ardhown Theatre
Blue Green Yonder, Castle Island
Enniskillen Castle

Erne Adventures
Erne Boat Hire
Lakeland Forum Leisure Centre

WHERE CAN I BUY AN ENNISKILLEN GIFT CARD?

ONLINE - www.enniskillengiftcard.co.uk
IN STORE - Belmore Court & Motel - Tempo Road
- Belleek Living, Enneside Shopping Centre
- Enniskillen Castle & Fermanagh Visitor Information Centre
- The Natural Beauty Pot, Townhall Street

FOOD & DRINK

- 28 @ The Hollow
- Big Foot Spuds
- Blakes of the Hollow
- Cafe at the Castle
- Cafe Maids
- Charlie's Bar
- Culleys Bar & Lounge
- Dollakis
- Enniskillen Hotel
- Francis's
- Granny Annes
- Horseshoe Bar & Saddlers
- J T Ryans
- Kamal Mahal
- Kerry's Takeaway
- Leslie Home Bakery & Coffee Shop
- Little Wing Pizzeria
- Lough Erne Resort
- Lydias
- Magees Bar
- Mulhern's Bar
- Pat's Bar & Brides
- Piece of Cake
- Rebecca's Coffee Shop
- Ruby's Coffee Shop
- Snack
- Street Kitchen
- Subway
- The Bees Knees Cafe
- The Crows Nest
- The Firehouse
- The Jilly Sandwich
- The Killyhevin Hotel & Spa
- The Old Oak Bar
- The Toastery
- The Westend Cafe
- Westville Hotel
- White Rabbit

SHOPPING

- Angela Kelly Jewellery
- Argento
- Armstrong and Kingston
- Atlantic Kayaks & Leisure
- Belleek Living, Enneside
- Bennetton
- Blooming Lovely
- Bogues Jewellers
- Boots
- Brown Car Care
- Cancer Focus NI
- Carefree Travel
- Clare Daily Interiors
- Claires Accessories
- Costcutler Cornagrade
- Country House Town House
- Craigville Garden Centre
- Cranog Antiques
- Currys Enniskillen
- Devenish Galleries
- DVG Enneside
- Elysian Make Up
- Enniskillen Carpet Centre
- Enniskillen
- Erne Business Equipment
- Erne Pharmacy
- EveMamma
- Fermanagh Cottage Industries
- Fermanagh Herald
- Fermanagh Herold
- Fishing, Tackle and Bait
- Flame Fireplaces
- Fynn Flooring and Tiles
- Forsight NI
- Frances Morris Studio and Gallery
- Gilles's Fruit and Vegetables
- Gourmet Grocer
- Grahams Enniskillen
- H Samuel, Enneside
- Harry and George
- Helenas Nursery
- Home, Field and Stream
- Houstons
- J & R Electrical Services
- Jack & Jones, Enneside
- Jim's Papers and Prints
- Johnstones Decorating Centre
- Karisma Boutique
- Kevin Burns Music
- Kingston Carpets
- Lifestyle Sports, Enneside
- Lilley's Centra
- Lilley's Centra Dublin Road
- Marks & Spencer, Enneside
- Menarys Enniskillen
- Mercers Jewellers
- Modellers Corner & The Light Gallery
- MyShoo
- Natural Beauty Pot
- Nature's Choice
- New Look
- Nor Lisa Fashion Alterations
- OZ Enniskillen
- O'Doherty's Butchers
- O'Neils
- Osborne & Co.
- Photoshop Enniskillen
- Quiz, Enneside
- Regatta
- Reilly's of Enniskillen
- Rooney's Eurospar
- Rooney's Off Sales
- S D Kells
- Sluans Shoe Shop
- Stewart's Butchers
- Style Boutique
- Technod
- The Card Factory, Enneside
- The Edinburgh Woolen Mill
- The Fabric Library
- Timoney Tiles
- Toytown
- Upstairs Downstairs Furniture Store
- Vodafone, Enneside
- Vogue
- Waterstones, Enneside



EXPERIENCE **Enniskillen**
Be a part of it.

PARTICIPATING OUTLETS

Please inform us if you have changed card Terminal, it may need re-registered. To maximise positive customer experience please ensure staff are trained to accept and use the Gift Card. **Contact Noelle if you need any training, POS items or digital graphics. noelle@enniskillenbid.co.uk**

Experience Enniskillen Promotional Activity



October 2023 Experience Enniskillen Facebook reached: **141,000**
...across 13 posts – all organic posts not stories.
11,000 per post average **10,321** followers
Top engagement towards 9%. Average engagement 2%

MAN IN RED CONFIRMED POST REACH: **21,000**
 105 COMMENTS



SNAPSHOT OF DECEMBER ON FACEBOOK:
 1466 REACTIONS
 222 COMMENTS
 136 SHARES

MURAL POSTS ACHIEVE FANTASTIC RESULTS:
DANNI SIMPSON MURAL ON FERMANAGH COTTAGE INDUSTRIES WALL REACH: **38,600**

Doors of Enniskillen Facebook promotion page collage:

- Reach 21k: Doors Of Enniskillen 18 Dec 2023 · G STMAS LATE NIGHT SHOPPING... you all excited for Christm... See more
- Reach 19k: Doors Of Enniskillen 16 Dec 2023 · G FACE ON THE HIGH STREET! Enniskillen welcome to Gourmet Grocer...
- Reach 6.5k: Doors Of Enniskillen 4 Jan · G TOMLESS BRUNCH NOT TO BE MISSED! sure way to get rid of any January Blues... See i

Doors of Enniskillen Facebook

Our Facebook business promotion page Doors of Enniskillen continues to grow. Over **3000** followers and posts have great reach beyond these followers.

BEST PERFORMING POSTS RECENTLY:

- GOURMET GROCER REACH:** **19,000**
- LATE NIGHT CHRISTMAS SHOPPING REACH:** **21,000**
- M LOUNGE BOTTOMLESS BRUNCH REACH:** **6,500**

We have space for **3** posts per week to assist your promotion: Supply your own photos, minimum of 8 photos including a shop front photo, or we can come and take the photos.

Experience Enniskillen Instagram

- » **3761** FOLLOWERS
- » **27,000** REACH ACROSS GRID POSTS AND **12** REELS