

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



100

SHOPS AND RESTAURANTS

11

SCREEN CINEMA

2,000

CAR PARKING SPACES



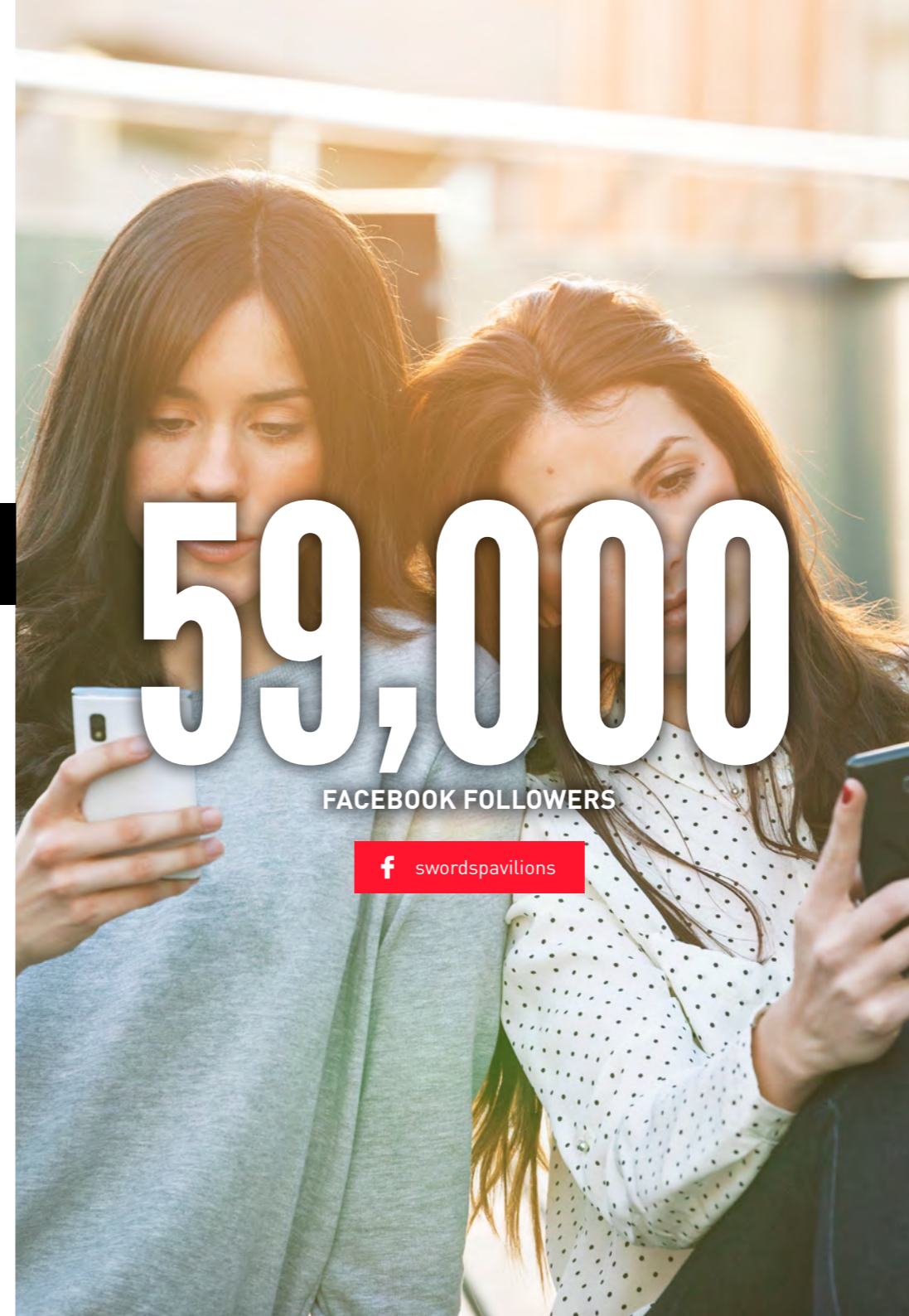
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MILLION

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



59,000

FACEBOOK FOLLOWERS

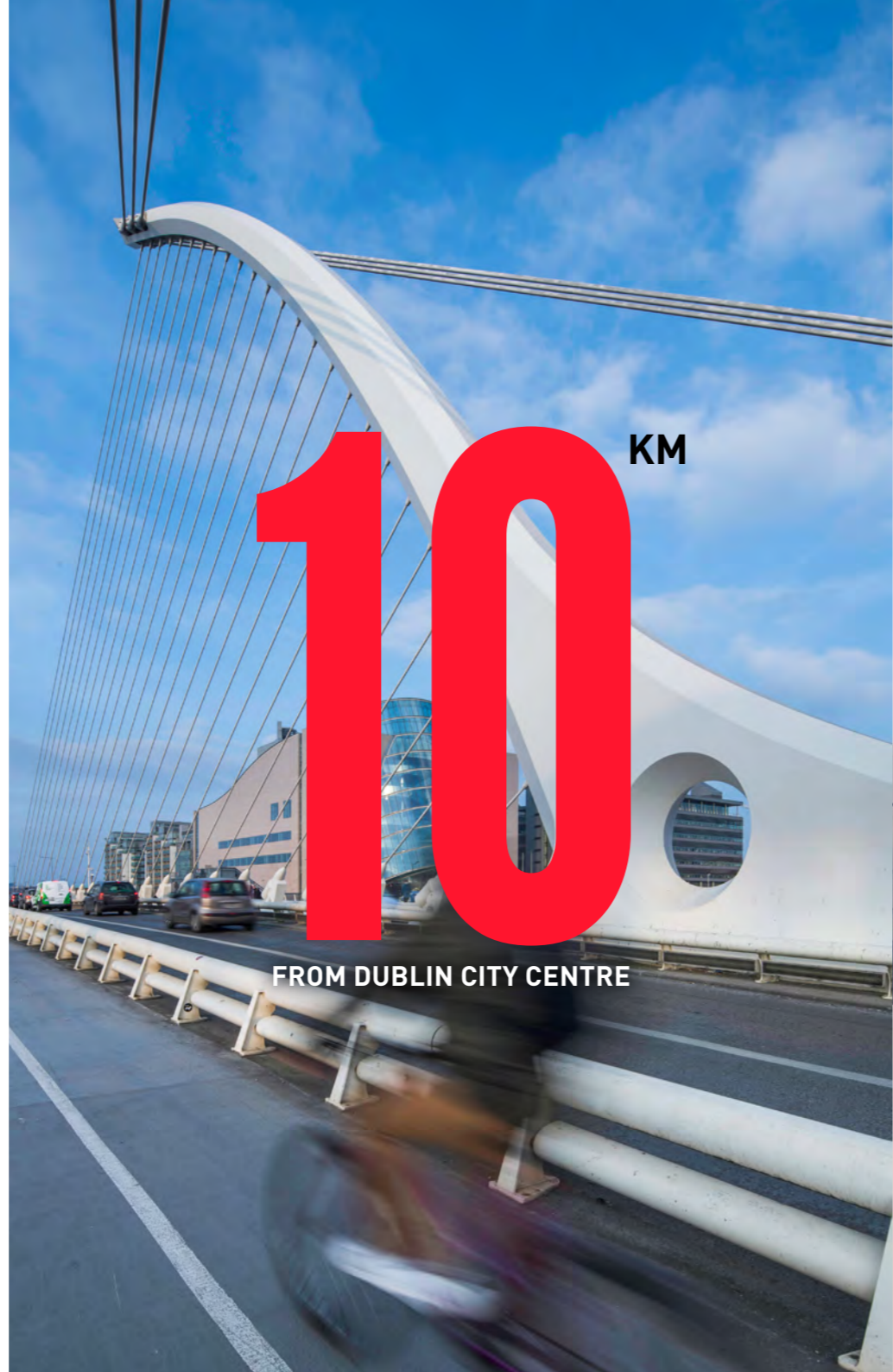
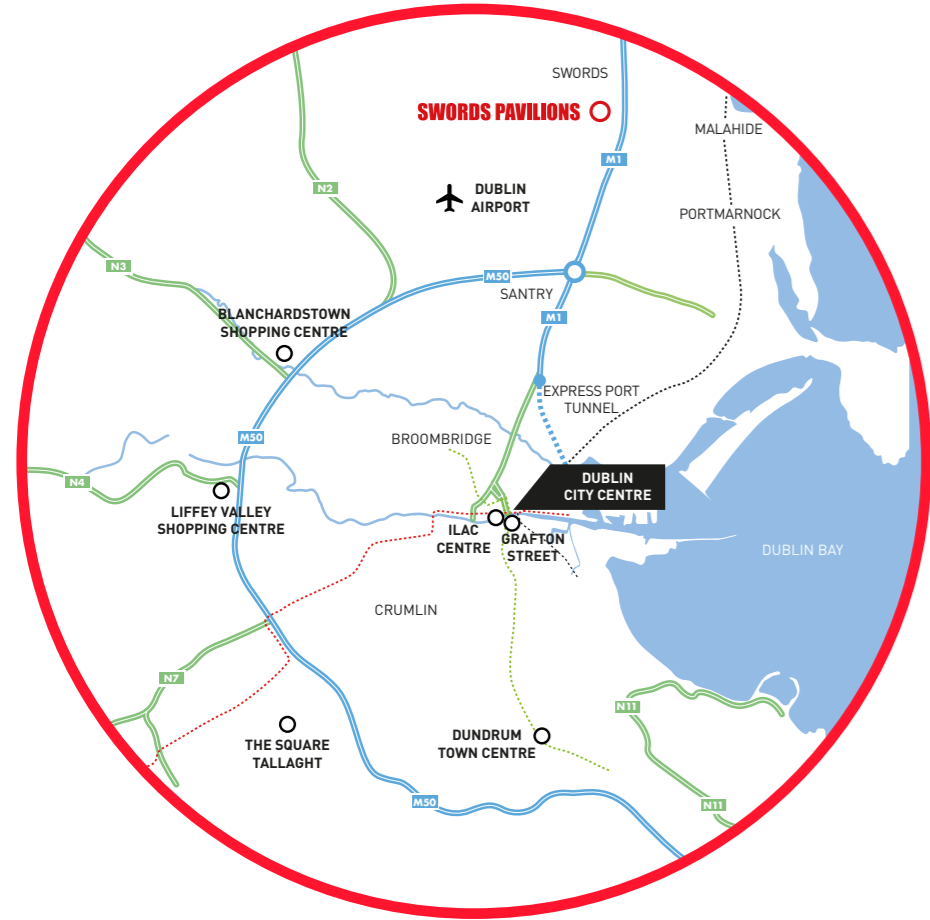
 swordspavilions

46,000

SQ M OF RETAIL AND LEISURE SPACE

KEY

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



10 KM

FROM DUBLIN CITY CENTRE



5 MINS

FROM DUBLIN AIRPORT



90

AVERAGE VISITS PER YEAR

89 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+

SOURCE: JAVELIN GROUP

25%

MALE SHOPPERS

75%

FEMALE SHOPPERS



RETAIL & FASHION

- DUNNES STORES PENNEYS
- ZARA H&M next
- RIVER ISLAND MANGO
- schuh SKECHERS
- TOMMY HILFIGER
- SuperValu Boots TKmaxx



LATEST OPENINGS

RITUALS...



FIVE GUYS

GOLDEN DISCS

極度乾燥(しなさい)
Superdry.

A NEW 1,000 SQ M



A NEW FLAGSHIP
RIVER ISLAND

RESTAURANTS & LEISURE



- Nando's
- Ruby's
- movies @ SWORDS
- Butlers CHOCOLATE MASTERS, SINCE 1932
- bb's coffee #muffins
- COSTA
- STARBUCKS
- Roosters Piri Piri
- kylemore

A NEW RESTAURANT QUARTER

Five Guys and Milano have recently opened in our new restaurant quarter, The Mezz. You'll find them on the upper level, next to Movies@Swords and Zara.

FIVE GUYS



39 MINS

AVERAGE F&B DWELL TIME

€ **16**

AVERAGE F&B SPEND

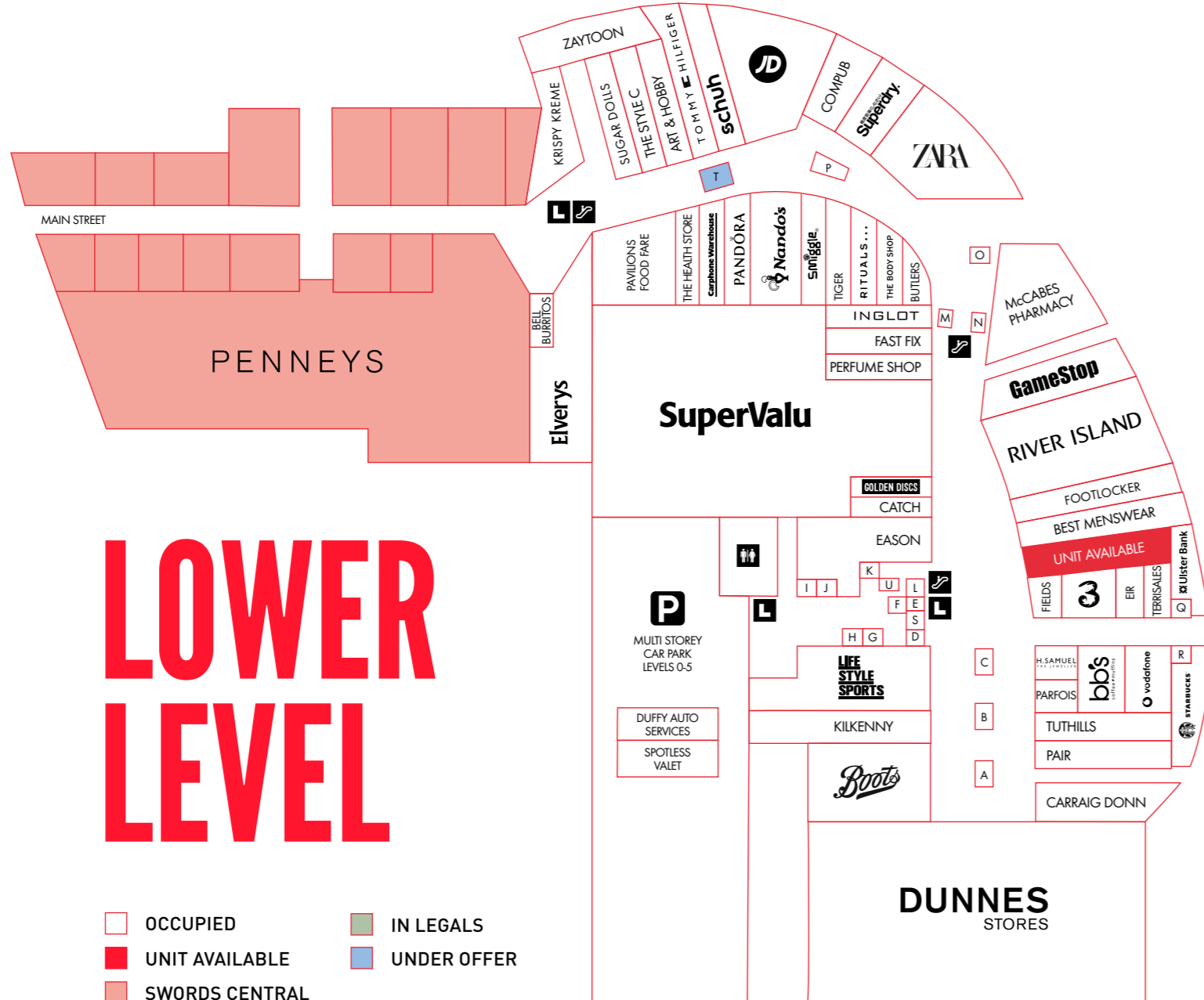
36 %

AVERAGE F&B CONVERSION RATE

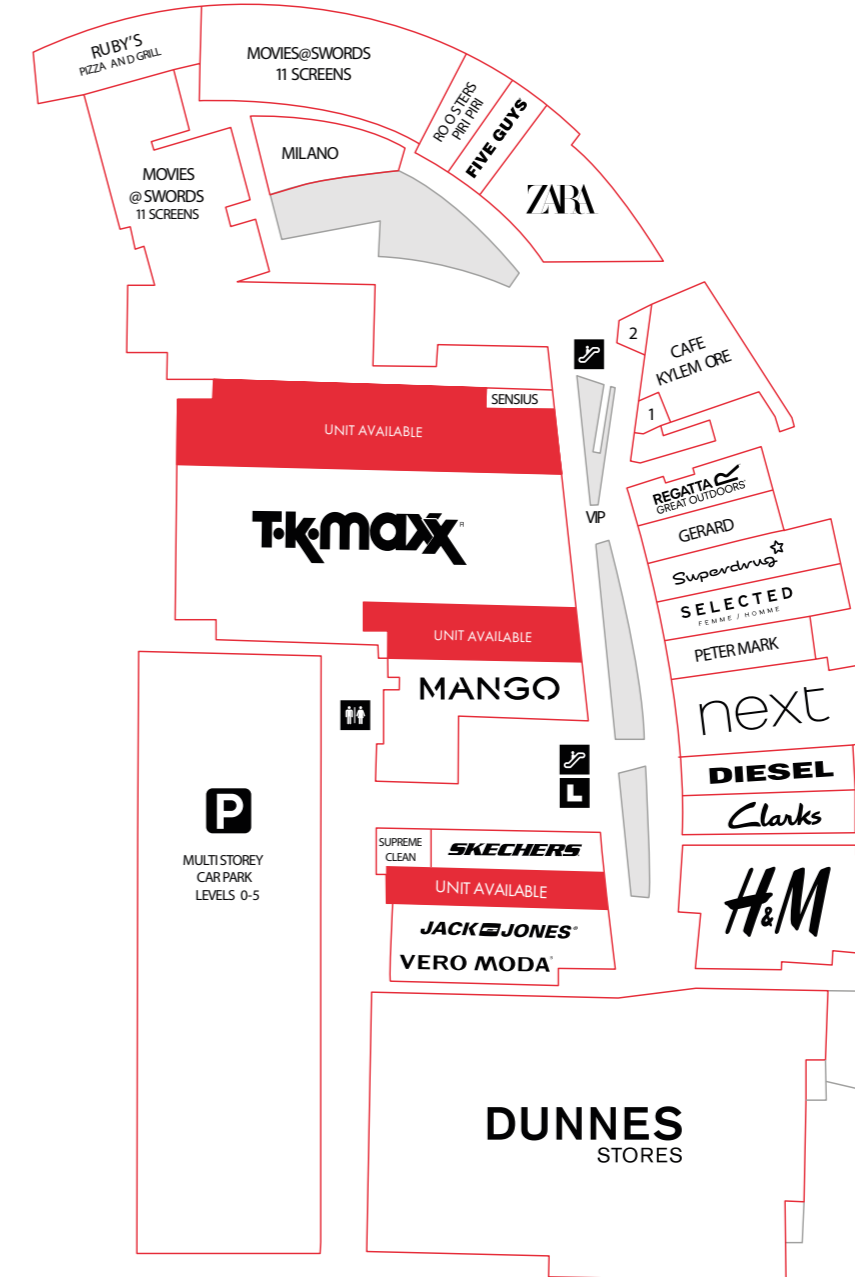


Kiosks

- A** IMAGE EXPRESS
- B** MANEKI BUBBLE TEA
- C** WHIPPED
- D** NO.1 CURRENCY
- E** THE ROLLING DONUT
- F** JUMP JUICE BAR
- G** KIDDIES KUTS
- H** CRILLY SHOE REPAIRS
- I** URBAN EYE
- J** CBD RELIEVE - AVAILABLE
- 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** UNDER OFFER
- U** DYSON



- OCCUPIED
- UNIT AVAILABLE
- IN LEGALS
- UNDER OFFER
- SWORDS CENTRAL





- 1** THE BROW BOUTIQUE
- 2** COFFEE CUISINE


UPPER LEVEL

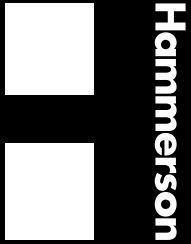
- OCCUPIED
- UNIT AVAILABLE

www.pavilions.ie

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