

WHY THE RIVERSIDE HOTEL SWITCHED FROM ONE4ALL TO THE LOVE SLIGO GIFT CARD

Organisation: The Riverside Hotel
Town & City Gift Card: The Love Sligo Gift Card

“ Our staff are brilliant and as a management team, we decided that instead of the One4All vouchers as a bonus for Christmas 2023, we’d use the Love Sligo Gift Card because we want to support local and see Sligo grow. The great thing about the Love Sligo Gift Card is the variety of stores and businesses that accept it locally, so staff don’t have to travel to spend it, we even accept it ourselves. We bought it again for staff in 2024. ”



Connie Ballantine
HR at the Riverside Hotel

Why the Riverside Hotel chose their local Town & City Gift Card to reward staff

As a leading Sligo based independent hotel, bar, restaurant and cafe, the Riverside Hotel regularly rewards their hard working team at Christmas. For Christmas 2023, they decided that instead of One4all vouchers they would make the switch to their town’s local Town & City Gift Card, the Love Sligo Gift Card, as a way to show their support for Sligo businesses, across a number of sectors, and make a tangible investment in the local community, using it again for Christmas 2024.

Benefits

The Love Sligo Gift Card offered ultimate local choice for Riverside Hotel’s staff, with the ability for staff to spend their cards on practical items like fuel or treats like meals out. As a local business which also accepts the Love Sligo Gift Card, Riverside Hotel appreciated a major benefit of the card for Sligo - that there is no commission for businesses to accept the card.





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Experience of using the card

After first enquiring about the Love Sligo Gift Card with Sligo BID, Riverside Hotel were able to order the Love Sligo Gift Cards they needed for staff online on the Town & City Gift Cards [corporate ordering](#) site. Once ordered and paid for by invoice, the Gift Cards arrived within 7 days. The Riverside Hotel contacted Miconex to say the cards had arrived, and they were unlocked ready for the hotel to hand out to staff, individually, to thank them for their hard work. Riverside Hotel praised the ease of ordering and the 'feel-good factor' of supporting local with their employee rewards.

Employee feedback

The Love Sligo Gift Card went down really well with employees at the Riverside Hotel. Staff particularly appreciate the mix of local businesses accepting the card, including national brands like Smyths, and independent businesses. Some staff even used their Love Sligo Gift Card to buy a fill of oil for their home. The positive feedback from staff and the fact that the cards have to be spent in Sligo, providing tangible support for the town, is key to the Riverside Hotel choosing the Love Sligo Gift Card for Christmas 2024 too.

+€1 million

Of Love Sligo Gift
Cards sold

Over 230

Sligo businesses
benefiting

€20,135

Invested in Sligo by
the Riverside Hotel