

HOW SHOWGROUNDS SHOPPING CENTRE USE THE LOVE TIPPERARY GIFT CARD AS REWARDS

Organisation: Showgrounds Shopping Centre

Town & City Gift Card: The Love Sligo Gift Card

“I opted for physical versions of the Love Tipperary Gift Card because I wanted something to hand over to staff. Staff were really positive about the card because of the support for local and the choice. For a Tipperary organisation looking for a reward or incentive, the ‘shop local’ element is what it’s all about. Choosing the card supports local businesses and local employment. No-one wants to see a Tipperary business close its doors, so the more people that use the card as rewards for staff, the better for everyone.”

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Paul Blanche
Shopping Centre Manager

How Showgrounds Shopping Centre use the Love Tipperary Gift Card

Showgrounds Shopping Centre don't have a Gift Card for the shopping centre but when customers ask for a Gift Card, they point them to the Love Tipperary Gift Card. They also used the Gift Card to reward employees for Christmas 2024.

Benefits

The Love Tipperary Gift Card is a substitute for Showgrounds having its own Gift Card - and most of their businesses accept the card, unlike the major brand Gift Cards which are not universally accepted at the centre. Using the Love Tipperary Gift Card for employee rewards aligns with Showgrounds Shopping Centre's mission to promote 'shop local' and gave their employees unbeatable local choice.





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Experience of using the card

Located in Clonmel. Showgrounds Shopping Centre understand that the town, like every other town or city in Ireland, needs people to shop local to ensure the survival of local businesses. They see it as their role to encourage local shopping as much as they can, including with their own staff rewards and incentives, realising that whether cards are spent in their centre, the town or the county, it benefits the Tipperary economy overall. They opted for physical versions of the Love Tipperary Gift Card because they wanted something to hand over to staff as a Christmas gift.

Feedback from staff

Staff were really positive about the card because of the support for local and the choice on offer, including shops, restaurants, salons and even local pubs, meaning there really is something for everyone. They point out that with national Gift Cards, only certain shops in Tipperary accept them but with the Love Tipperary Gift Card, most of the businesses accept it, offering unbeatable local choice for their staff.

+€100,000

Of Love Tipperary Gift
Cards sold in 1 month

Over 270

Tipperary businesses
benefiting