

SWORDS
PAVILIONS

**NORTH DUBLIN'S
PREMIER SHOPPING
DESTINATION**

DUBLIN

A YOUNG & COSMOPOLITAN CITY



AT THE HEART OF NORTH DUBLIN

WELCOME TO SWORDS PAVILIONS

SWORDS PAVILIONS IS THE PRIME RETAIL CENTRE SERVING DUBLIN'S NORTHERN SUBURBS, SITUATED ADJACENT TO THE M1 MOTORWAY. THE CENTRE LINKS WITH A SIGNIFICANT HIGH STREET IN ONE OF THE FASTEST GROWING COUNTIES IN IRELAND. COMPLETED IN 2001, THE CENTRE WAS SUBSEQUENTLY EXTENDED IN 2006 TO PROVIDE APPROXIMATELY 47,380 SQ M (510,000 SQ FT) OF RETAIL AND LEISURE SPACE.

IT IS ANCHORED BY DUNNES STORES, SUPERVALU AND PENNEYS, ALONGSIDE 97 RETAIL SHOPS AND RESTAURANTS, AN 11-SCREEN CINEMA AND 2,000 SPACE CAR PARK.





SWORDS PAVILIONS, NORTH DUBLIN

1.5
MILLION

**DUBLIN CITY & COUNTY
POPULATION**

2.0
MILLION

**POPULATION OF THE
GREATER DUBLIN AREA**

DID YOU KNOW

63%

**OF THE CATCHMENT
IS UNDER THE AGE OF 44**

SOURCE: CSO



100

SHOPS AND
RESTAURANTS

11

SCREEN
CINEMA

2000

CAR PARKING SPACES



10.5
MILLION

ANNUAL VISITOR FOOTFALL

VISITOR FOOTFALL BY ACORN
CATEGORY (TOTAL CATCHMENT)

18% ESTABLISH AFFLUENCE

29% THRIVING NEIGHBOURHOODS

34% STEADFAST COMMUNITIES

14% STRETCHED SOCIETIES

5% LOW INCOME LIVING

SOURCE: CACI 2024 CONSUMER RESEARCH



80,000

SOCIAL MEDIA FOLLOWERS



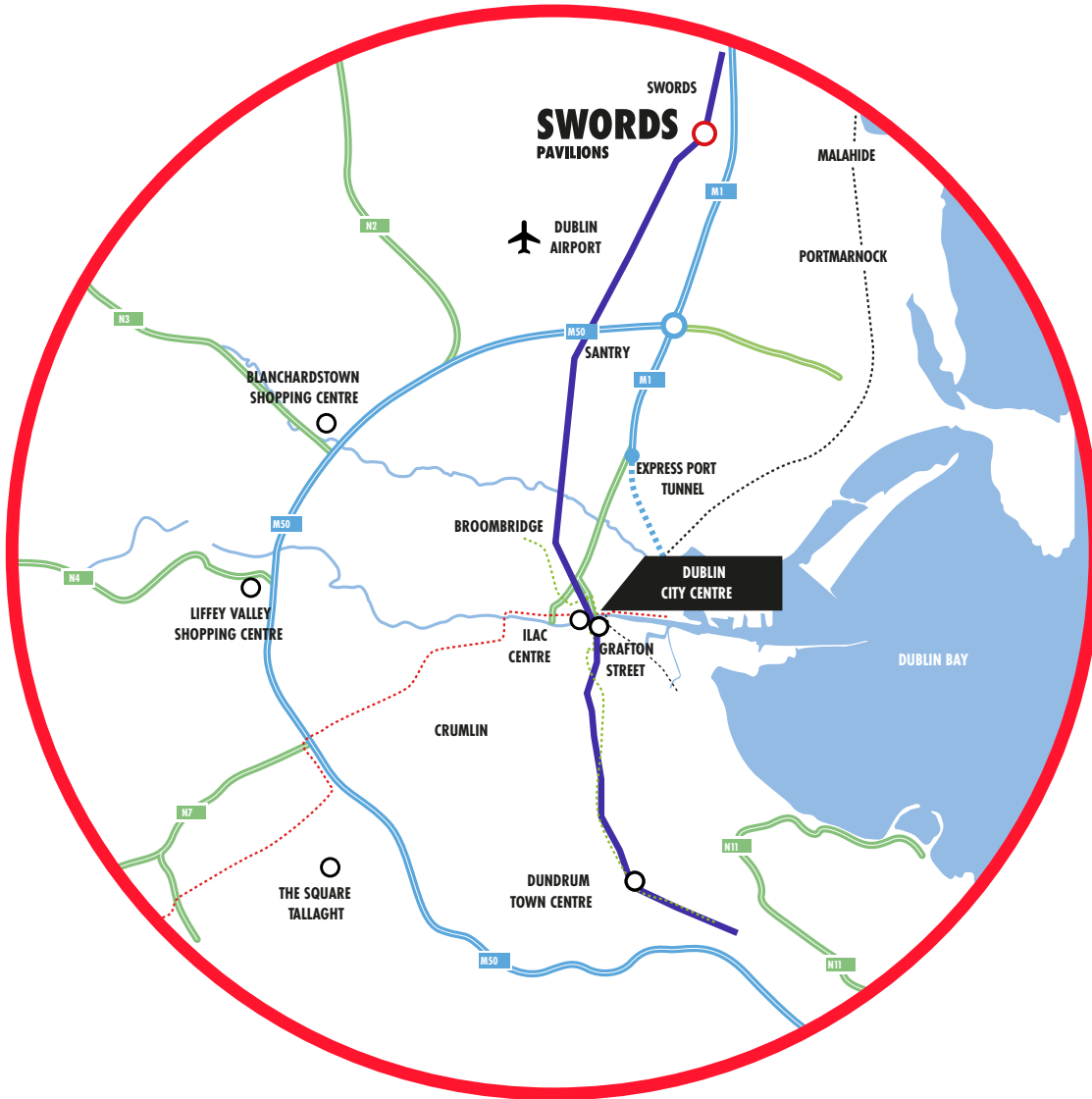
47,380

SQ M OF RETAIL AND LEISURE SPACE

SWORDS PAVILIONS, NORTH DUBLIN

KEY

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



640,000

12.4% OF IRELANDS POPULATION
LIVE IN CATCHMENT

3RD

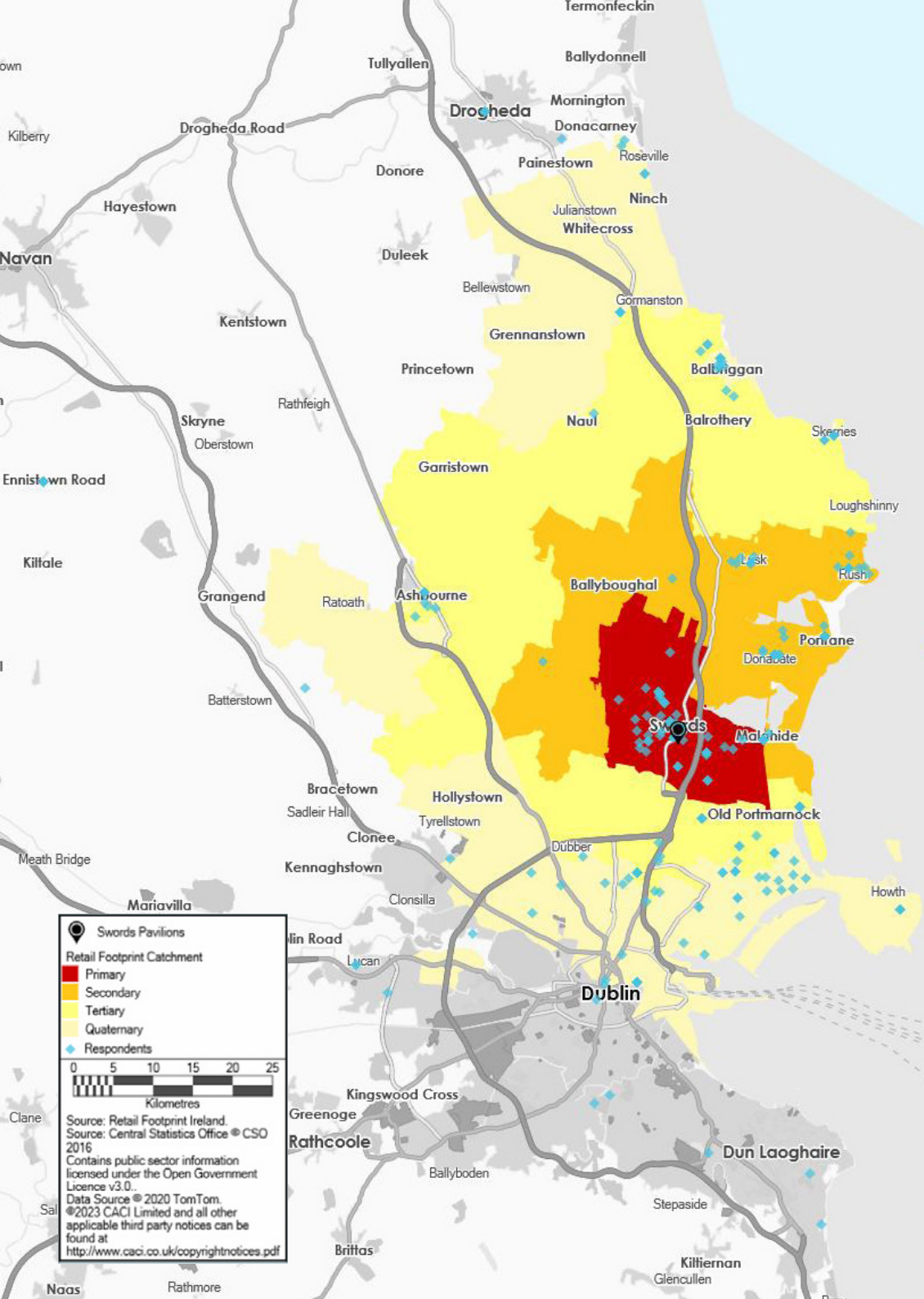
LARGEST POPULATION IN
COUNTRY LIVE IN CATCHMENT

34

CATCHMENT AVERAGE AGE –
YOUNGEST CATCHMENT IN IRELAND

SOURCE: CSO

CATCHMENT PROFILE



58%
PRIMARY

14%
QUATERNARY

9%
SECONDARY

8%
BEYOND

18%
TERTIARY

SOURCE: CACI 2024 CONSUMER RESEARCH

80

**AVERAGE VISITS
PER YEAR**

98

**MINS
AVERAGE
DWELL TIME**

81%

**OF VISITORS ARE FROM
TOP THREE ACORN
CATEGORIES**

**(ESTABLISH AFFLUENCE,
THRIVING NEIGHBOURHOODS,
STEADFAST COMMUNITIES)**

SOURCE: CACI 2024 CONSUMER RESEARCH



SHOPPER PROFILE

55%

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

€139

**AVERAGE TOTAL SPEND
PER VISITOR**

89%

**AVERAGE RETAIL
CONVERSION RATE**

SOURCE: CACI 2024 CONSUMER RESEARCH

27%
MALE SHOPPERS

73%
FEMALE SHOPPERS

SOURCE: CACI 2024 CONSUMER RESEARCH



SHOPPER AGE DEMOGRAPHIC

13% 18-24

20% 25-34

22% 35-44

19% 45-54

13% 55-64

13% 65+

SOURCE: CACI 2024 CONSUMER RESEARCH

RETAIL & FASHION

next H&M

PENNEYS RIVER ISLAND

JD schuh Boots

TOMMY HILFIGER

NEW OPENINGS



LOVISA

sky



ANCHORS

DUNNES
STORES

SuperValu

T.K. MAXX

ZARA

MOVIES
@
SWORDS

RESTAURANTS & LEISURE



FIVE GUYS



STARBUCKS



COSTA

zaytoon



noah & co.



Roosters Piri Piri

LATEST OPENINGS



(opened Spring 2024)

RESTAURANT QUARTER

OUR RESTAURANT QUARTER, ON THE UPPER LEVEL NEXT TO MOVIES@SWORDS, INCLUDES MILANO, FIVE GUYS AND ROOSTERS PERI PERI WHICH ALL MAKE UP OUR 23 RESTAURANTS AND CAFES ACROSS THE CENTRE.



39
MINS

**AVERAGE F&B
DWELL TIME**

€19

**AVERAGE F&B
SPEND**

42 %

**AVERAGE F&B
CONVERSION RATE**

SOURCE: CACI 2024 CONSUMER RESEARCH



Milano Pizzeria
Dublin Swords



Roosters Piri Piri
Fresh, grilled and healthy

FIVE GUYS

select

Superdry

Superdry®

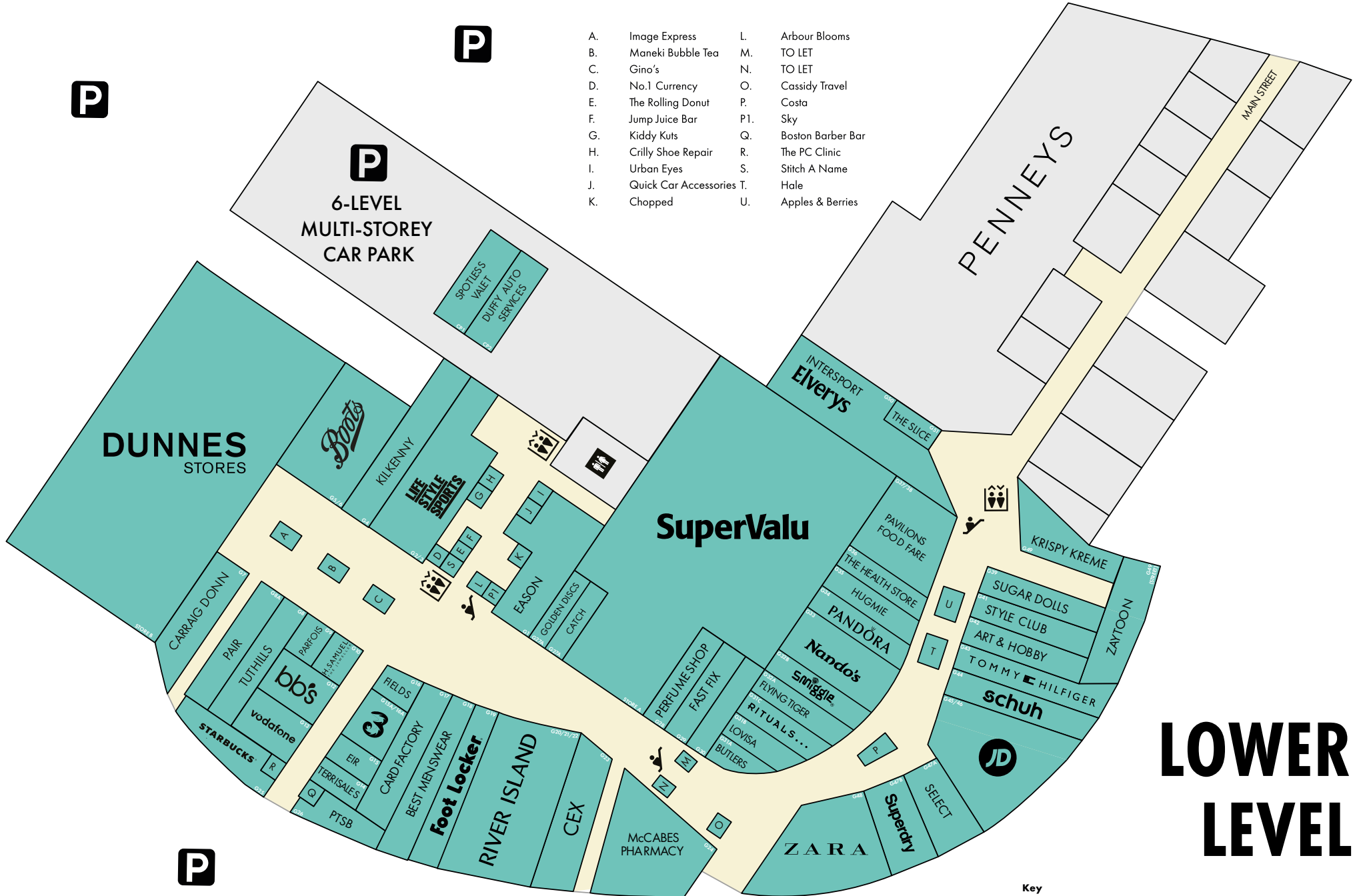
vibrant

KING OF TRAINERS

COSTA
COFFEE

READY!

- | | | | |
|----|-----------------------|-----|-------------------|
| A. | Image Express | L. | Arbour Blooms |
| B. | Maneki Bubble Tea | M. | TO LET |
| C. | Gino's | N. | TO LET |
| D. | No.1 Currency | O. | Cassidy Travel |
| E. | The Rolling Donut | P. | Costa |
| F. | Jump Juice Bar | P1. | Sky |
| G. | Kiddy Kuts | Q. | Boston Barber Bar |
| H. | Crilly Shoe Repair | R. | The PC Clinic |
| I. | Urban Eyes | S. | Stitch A Name |
| J. | Quick Car Accessories | T. | Hale |
| K. | Chopped | U. | Apples & Berries |

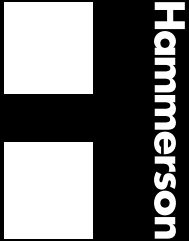




UPPER LEVEL

Key

Let — ■ Under Offer — ■ Available To Let — ■ ■



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