

2021



# YULEFEST

CHRISTMAS IN  
KILKENNY





YULEFEST

CHRISTMAS IN  
KILKENNY

# KEY COMPONENTS

## CHRISTMAS WINTER MARKET

25 LOCAL ENTERPRISES  
VIBRANT COMMUNAL SPACE

REACH INTO THE  
COUNTY TOWNS &  
VILLAGES

## QUALITY ENTERTAINMENT

MOVIE SCREENINGS  
FIRE SHOW | CHILDRENS  
THEATRE SHOW  
STREET ENTERTAINERS

LOCAL LIVE  
PUBLIC  
PERFORMANCES  
CONCERTS ALL GENRES

A VIBRANT INCLUSIVE ENGAGING & ENJOYABLE  
PROGRAMME - ATTRACT & RETAIN CUSTOMERS TO  
KILKENNY CITY & COUNTY | LIFT LOCAL SPIRITS



YULEFEST

CHRISTMAS IN  
KILKENNY

52 PERFORMANCES  
259 MUSICIANS  
ENGAGED

52  
PERFORMANCES  
OVER 22 DAYS

€42,000  
PAID TO LOCAL  
MUSICIANS

LLPPS BANDSTAND



25 DAYS OF  
PROGRAMME  
OVER 5 WEEKS

SIGNIFICANT  
NATIONAL & LOCAL  
PUBLICITY

30+ EVENTS  
IN PERSON  
COVID-COMPLIANT

OUTCOMES

SUPPORTED 23  
RURAL  
COMMUNITIES

2,000 TICKETS  
SOLD TO EVENTS

4.5K RAISED FOR  
CHARITY



60,000 PEOPLE  
ESTIMATED  
ATTENDED EVENTS

105 PIECES  
OF EARNED MEDIA  
COVERAGE

EARNED MEDIA  
COVERAGE  
REACHING OVER  
1 MILLION PEOPLE

OUTCOMES

500,000 PEOPLE  
REACHED ON  
SOCIAL MEDIA

ADVERTISING TO  
206,000 PEOPLE IN  
THE REGION  
WEEKLY

332,000  
RTE NATIONWIDE  
AUDIENCE



# PARTNERS

CARTOON SALOON  
WATERGATE THEATRE  
FARMERS MARKET  
AN GARDA SIOCHANA  
OPW | KILKENNY CASTLE  
LOCAL BUSINESSES  
WOODSTOCK GARDENS  
BUTLER HOUSE & GARDENS  
CASTLECOMER DISCOVERY PARK  
NORE VALLEY FARM  
CYCLE KILKENNY  
KILKENNY CITY HARRIERS  
SANTA RUN COMMITTEE  
MUSIC GENERATION  
LOCAL SCHOOLS & CHOIRS  
RURAL TOWNS & VILLAGES

(1) Ballyraggett (2) Callan (3) Castlecomer (4) Dunnamaggin  
(5) Ferrybank (6) Freshford (7) Glenmore (8) Goresbridge  
(9) Gowran (10) Graignamanagh (11) Johnstown (12) Johnswell  
(13) Larche (14) Lisdowney (15) Listerlin (16) Mooncoin (17)  
Muckalee (18) Mullinavat (19) Paulstown (20) Piltown  
(21) Tullahought (22) Turkstown (23) Urlingford





# RECOMMENDATIONS



YULEFEST

CHRISTMAS IN  
KILKENNY

- APPROPRIATE BUDGETS
- GREATER RURAL INVOLVEMENT
- EXPAND MARKET (TO 40) TO INCLUDE MORE LOCAL BUSINESSES
  - MORE FESTIVE OFFERINGS
  - CONTINUE MUSIC PROGRAMME
- MORE CHILDRENS ENTERTAINMENT
- INCREASED ENGAGEMENT FROM LOCAL BUSINESSES & CHAMBER



# YULEFEST

CHRISTMAS IN  
KILKENNY



# THANK YOU MILE BUÍOCHAS

“Feedback from our customers is great, loving the parade, the music and the lights.



I’m speaking to customers from Waterford, Wexford, Kildare and further afield (Cork) here for day trips or short hotel breaks - all very impressed with the presentation of the city and the vibrancy, all saying the atmosphere is lovely. I think there’s huge potential to build on and to draw more day trippers and shoppers from Kildare and other places especially within the 1 hour radius - great spenders when they come!”



**Anne Barber -The Butterslip, Kieran Street, Kilkenny.**