



Review of the
**DUBLIN FLEA
CHRISTMAS
MARKET**
2017

Dublin Flea Christmas Market

Since 2010, the Dublin Flea Christmas Market is a free-to-enter weekend Christmas bazaar for over one hundred traders.

The market supports independent Irish-based craft-makers, designers, artists and entrepreneurs not always found on the high-street, alongside the much-loved Dublin Flea's mix of vintage, retro and antique collectibles.

2017 Short Overview

2017, like 2016 before it, produced improvements and forward steps. 2017 was the second year of sponsorship support from Dublin City Council, with a financial grant to help with event costs, as well as marketing and promotional support (including social media mentions and on-street lamp post banners).

- Three zones of market stalls hosting 145 stalls
- 35K visitors (as per shopping centre counters, with adjustments)
- Event ATMs installed for the weekend, €250,000 withdrawn
- A new inside food hall hosting seven food stalls
- Third year at the Point Square Shopping Centre

2017 Highlights

Increased Visitors Spend

Estimating an average spend of €50 per visitor, yields a combined turnover for stallholders of approx. €1.75 million

More Stalls

The total number of stalls increased by 27 units on 2016. This was enabled by the extended use of the vacant first floor retail space in the shopping centre.

Market Website / 137 featured stalls

The development of a very strong website dublinchristmasflea.ie which featured and showcased 137 out of 145 market traders, and promoted their online presences.

Production Standards

The production and marketing teams grew over last year and were well resourced and managed with key professional appointments proving their worth.

The improvements on the teams allowed us to deliver: better communication with stallholders; seamless Friday morning load-in and setup procedure; and media coverage and social media management over the weekend.

2017 Waste

Newspaper/Radio On-Street coverage

- 23 Nov** / On-street Lamp post banners: 30 units for 3 weeks
- 01 Dec** / Quarter page ad in totally Dublin
- 09 Dec** / Irish Independent Festive fun in Dublin: your guide to what's on
- 10 Dec** / Alison Curtis, Saturday Breakfast Show, Today FM, 149K listeners

On-Line Coverage

- Dec** / Irish Mirror.ie - Best Christmas Markets in Ireland Dublin Flea feature as no.1.
- Dec** / Portfolio -The week.co.uk Best Christmas Markets in Europe
- Dec** / Totally Dublin online Issue
- 03 Dec** / Irishtimes.UK. online Dara Flynn Live a Little
- 06 Dec** / NewsFour.ie - Paul O'Rourke - Dublin Flea Christmas Market
- 07 Dec** / Her.ie Laura Holland - Huge Christmas market opens this weekend
- 08 Dec** / Irish Times.com - Joan Scales Christmas Markets across Ireland this festive season.
- 08 Dec** / Lovin Dublin - The Dublin Flea Christmas Market looks absolutely slick.

2017 Selected Media Captures & Stats Social Media

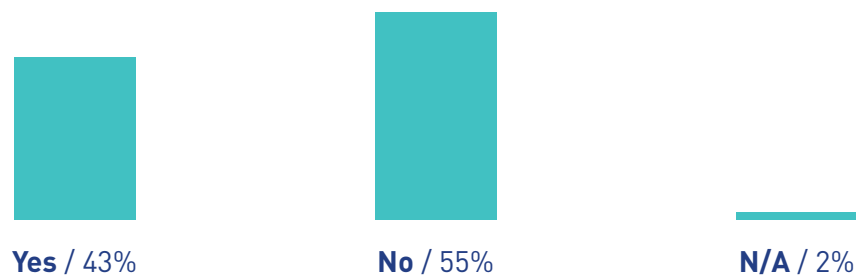
- 24 Oct** / Announcement: Facebook: 29.8K reach, 1.5K engaged, 466 reactions
- 29 Nov** / Featured Stall Page: Facebook: 28K reach, 1.6K engaged, 426 reactions
- 2 Dec** / Promotional Video: Facebook: 4 posts combined to give 120K reach, 27K views, 276 shares & 792 likes
- 9 Dec** / First Day Images: 15K reach, 6.7K engaged, 291 clicks / shares
- 5-12 Dec** / **dublinchristmasflea.ie**: 23.8K views, 74% new visitor, 10.5K sessions
 - Instagram**: 61 posts, 5007 likes, 135 comments
 - Twitter**: 9.4K impressions, 171 clicks, 3.6% engagement rate
 - Facebook**: 23K total likes, 9.9K engaged, 139K reach

Media Channels

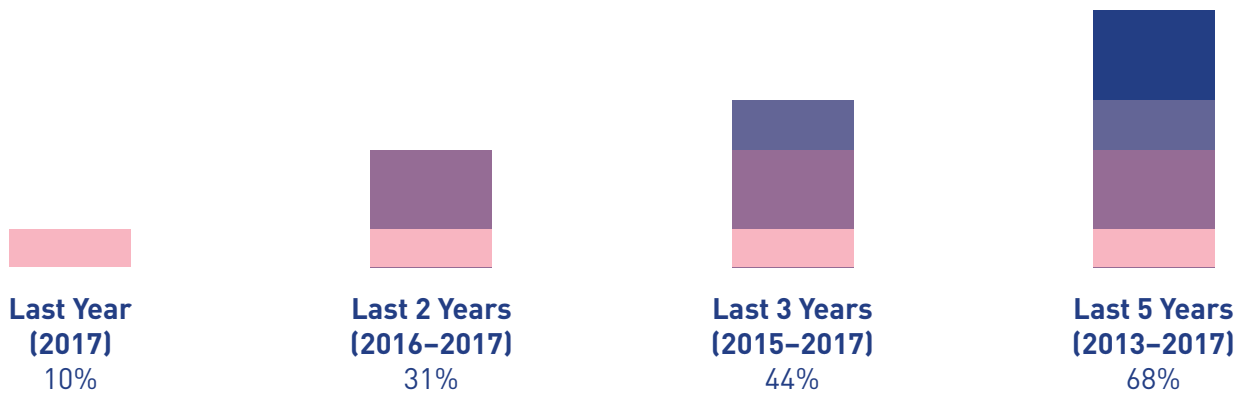
- dublinchristmasflea.ie
- facebook.com/DublinFleaMarket/
- instagram.com/dublinflea/
- twitter.com/dublinflea

Survey Results

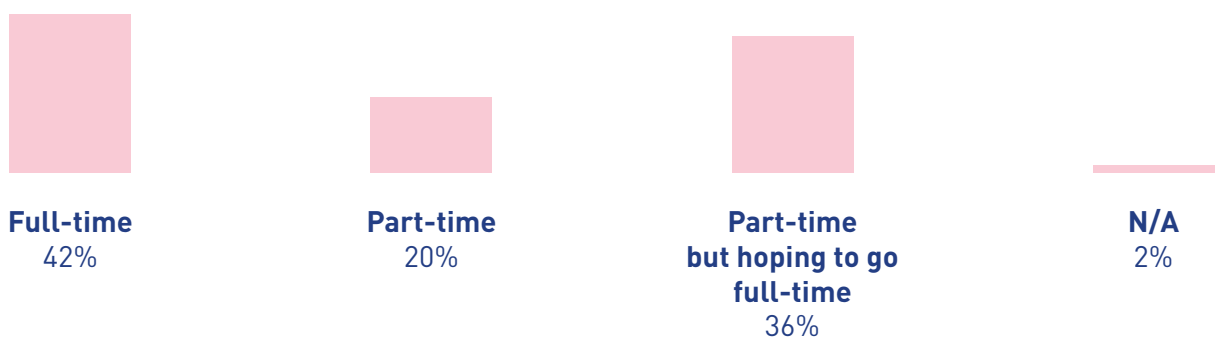
1. Was this your first time trading at the Dublin Flea Christmas Market?



2. When did you begin this business, trade or craft?

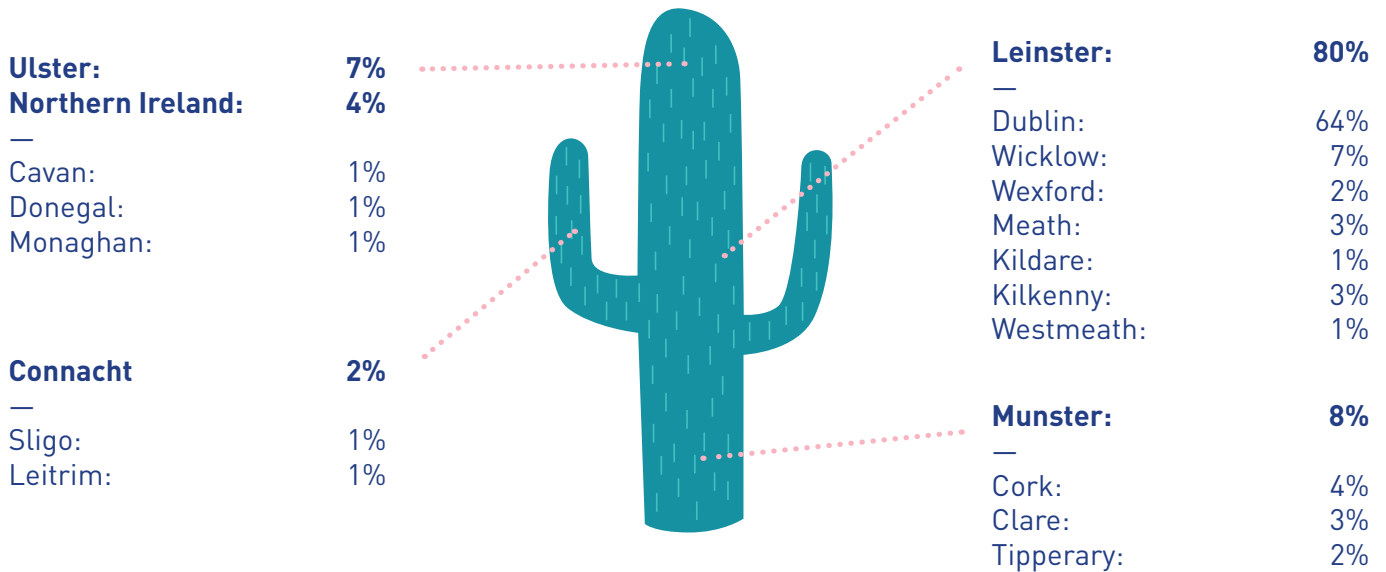


3. Is your trade full-time or part-time?

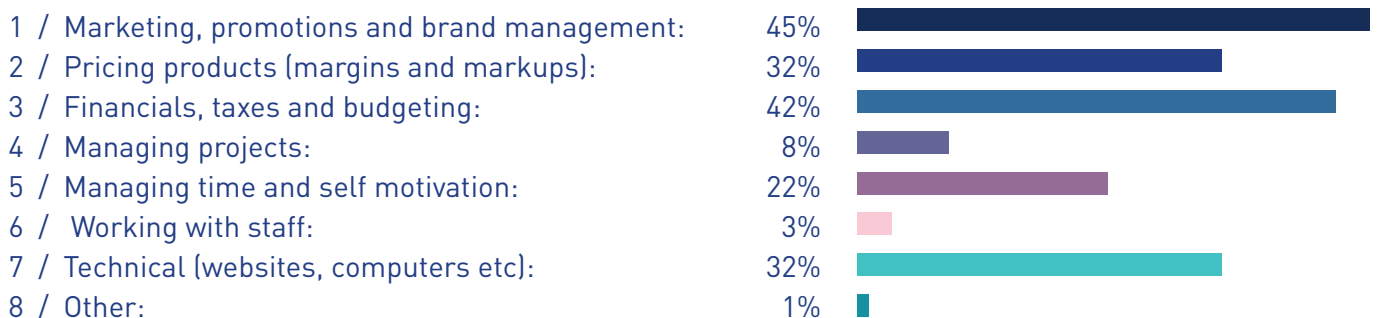


Survey Results

4. What county is your business based in?



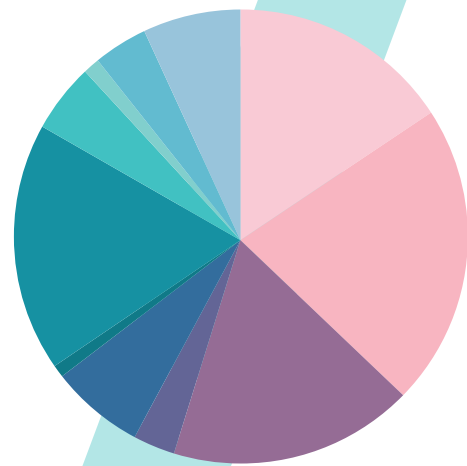
5. What are the things that you find challenging for your business?



Survey Results

6. How did the market impact on / benefit your business, trade or craft?

▶ Increased Sales:	16%
◀ More Contacts / Networking:	22%
▶ Meeting the Customer:	18%
✓ More Social Media Followers:	3%
✓ Injection of Cash:	7%
✓ Cleared out Stock:	1%
▶ Increased Brand Awareness:	18%
▶ Boost to Inspiration/ Motivation:	5%
✓ Unsure:	1%
✓ Allowed Future Planning:	4%
▶ All Round Fun:	7%



Testimonials

Traders

“Participating in such a well organised, dynamic event such as the Dublin Flea Christmas Market allowed us, designers, to meet face to face with our existing customers and also establish new ones, therefore facilitating a higher revenue for our small businesses. And without the penalty of high pitch fees - A most necessary and welcome breath of fresh air!”
Fiona Mulholland - Mulholland Jewellery.

“I love the conviction with which the market is curated, the talent and imagination used to entice audiences and the human approach of the organisers which make us feel very much part of a community.”
Nikki Collier - Collier Design.

“After seeing the Market in full swing in 2016 I decided that I too could sell something. I researched, sourced some materials and began making leather and tweed bags. I launched at the Dublin Christmas Flea Market and got so much incredible feedback I was overcome. I even got orders to stock in an Irish Design Shop called Cait and I in Sligo.”
Jael Iglesias - Trash Bags

Customers

“I LOVE the Dublin Christmas Flea, it is one of the few places in Dublin that makes Christmas shopping a real joy. I look forward to going to it with the family as part of our Christmas ritual - it’s so upbeat.”
Zoe Purcell

“The buzz between the traders, and the fact that they are not too busy to talk to you, to tell you their story and the story behind their product, makes the gift buying all the more of an experience. The new features this year including the food room and the atms made a massive improvement.”
Liza Brennan

“Can’t beat the atmosphere! This is what Christmas Markets should all be like! Best one I’ve ever been to.”
Aurthur Byrne

“We came up from Westport for the day and could not get over the quality of the stalls. We wouldn’t go anywhere else to do the Christmas Shopping. We have been recommending it to everyone we know.”
Tom Darcy

