

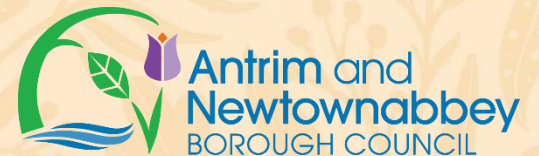
# GARDEN

# Show

## IRELAND

**Ursula Fay**

Director of Community Planning  
Antrim and Newtownabbey Borough Council







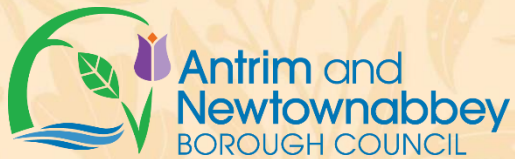
# GARDEN

# Show

IRELAND  
2024



Garden Extravaganza  
14 – 16 June 2024  
Antrim Castle Gardens



<https://gardenshowireland.com/>

GARDEN  
Show  
IRELAND



# Let the *SHOW* Begin!

- Council Events
- Strategic Context
- Potted History
- Flowers, Food & Fun
- Talking Numbers
- Tickets, Trade and Partners
- Future Plans





# An Eventful Programme

- My Role
- An Eventful Programme
- Strategic Fit
  - **People - Entertain, Engage, Educate**
  - **Place – Animate, Showcase, Promote**
  - **Prosperity – Footfall, Economy, Business**
- Flagship Events
  - Enchanted Winter Garden & Garden Show Ireland









# Garden Show Ireland

- Annual Event
- Three Day Festival
- Flowers, Food & Food
- Antrim Castle Gardens





# A Potted History

- GSI Rooted in NI - 2003
- Came Home - 2014
- Event Evolution
- Investing in the Event - 2019
- Road to Recovery
- Rebrand - 2023





# Gardening Galore

- Celebrity Stars
- WOW Factor
- Specialist Garden Content
- Sellers & Growers
- Show Gardens & Displays
- Aspirational
- Talks and Demos





# Food sooo Good!

- Best of Northern Ireland
- Food NI Partnership
- Producers
- Street Food to Go
- Celebrity Chefs
- Demos and Talks
- Taste & Try





# Festival Fun!

- Family Focus
- Entertainment & Enjoyment
- Great Day Out
- Something for Everyone
- Multi Generational
- Added Value





# Talking Numbers

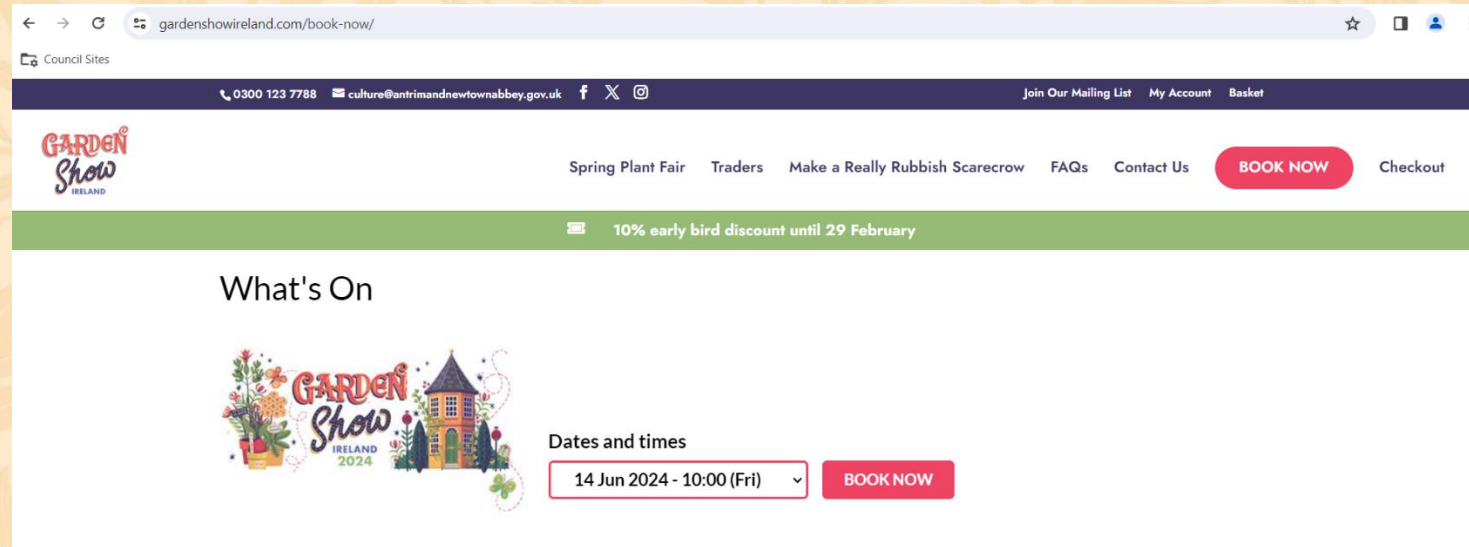
- Expenditure
- Event Offering
- Income
  - Ticketing
  - Trade
  - Partnerships
- Economic Impacts
- Other Outcomes





# Just the Ticket

- Setting the Date
- Admission Prices
- Booking vs Walk Up
- [www.gardenshowireland.com](http://www.gardenshowireland.com)
- Data Driven
- Challenges
- Marketing and PR Campaign
- Post Event Survey





# The Right Pitch

- A Sellers Market
- Trader Offers
- Trader Fees
- Quality vs Quantity
- Challenges
- Shop Local
- New in 2023 Craft NI





# Budding Buddies!

- Celebrity Ambassador
- Sponsors
- Partners
- Benefits
- Challenges
- Opportunities





- “Garden Show Ireland is a great event, and The Junction loves getting involved. It is executed to a very high standard, and attracts visitors from across Northern Ireland. The partnership with the shuttle bus helps drive visitors to our retail stores and cafes, whilst our on-site presence at the show is a great way of telling new customers about The Junction.
- The team here love getting involved with the show, it is always great fun! The scarecrow exhibition was a great addition this year. It was a clever way of ensuring as many people as possible got to see the scarecrows during the summer.
- Garden Show Ireland is a perfect fit for The Junction, especially now with the addition of a flagship Dobbies’ Garden Centre. We look forward to working with Antrim & Newtownabbey Borough Council on the 2024 Garden Show”
- *Chris Flynn, Centre Director, The Junction Retail & Leisure park.*



# Sowing Success, Nurturing Growth

- Year Round Planning
- Keeping it Fresh
- Know the Audience
- Branching Out
- Future Growth
- Botanical Borough
- Sustainability





GARDEN

Show

IRELAND







Thank You