



**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 LEADING RETAIL AND LEISURE DESTINATION SERVING THE NORTHERN SUBURBS OF DUBLIN.**

**CONVENIENTLY LOCATED BESIDE THE M1 MOTORWAY AND SEAMLESSLY CONNECTED TO SWORDS' VIBRANT HIGH STREET, THE CENTRE SITS AT THE HEART OF ONE OF IRELAND'S FASTEST-GROWING COUNTIES.**

**ORIGINALLY OPENED IN 2001 AND EXPANDED IN 2006, SWORDS PAVILIONS NOW OFFERS APPROXIMATELY 47,380 SQ M (510,000 SQ FT) OF RETAIL AND LEISURE SPACE.**

**THE CENTRE IS ANCHORED BY DUNNES STORES, SUPERVALU, AND PENNEYS, AND IS HOME TO 97 SHOPS AND RESTAURANTS, AN 11-SCREEN CINEMA, AND 2,000 CAR PARKING SPACES – MAKING IT A TRUE DESTINATION FOR SHOPPING, DINING, AND ENTERTAINMENT.**



**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)

- 13% ESTABLISH AFFLUENCE
- 22% THRIVING NEIGHBOURHOODS
- 29% STEADFAST COMMUNITIES
- 24% STRETCHED SOCIETIES
- 12% LOW INCOME LIVING

SOURCE: CACI 2025 CONSUMER RESEARCH

80,000  
SOCIAL MEDIA FOLLOWERS



47,380  
SQ M OF RETAIL AND LEISURE SPACE



KEY

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



640,000

12.4% OF IRELANDS POPULATION  
LIVE IN CATCHMENT

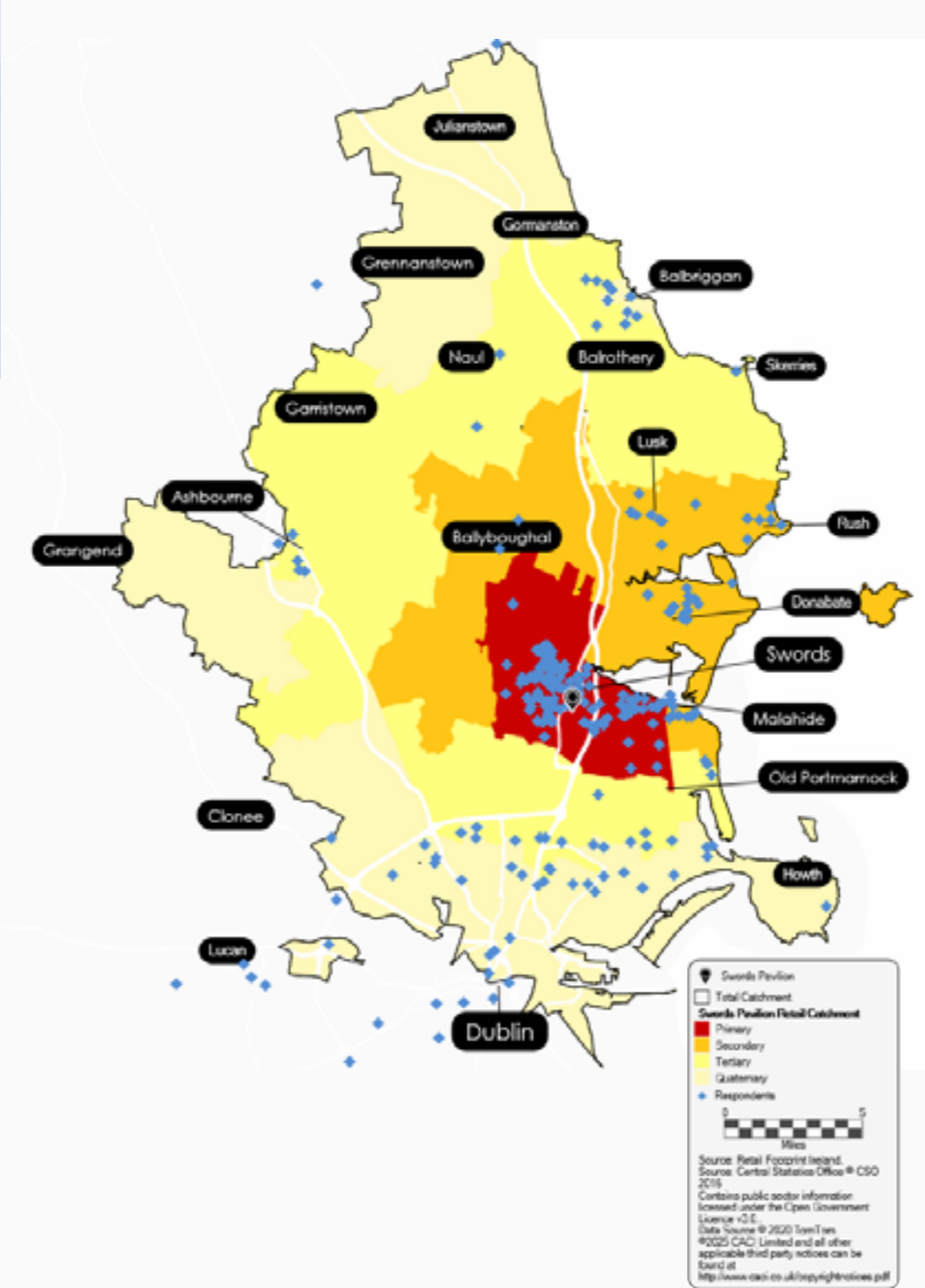
3<sup>RD</sup>

LARGEST POPULATION IN  
COUNTRY LIVE IN CATCHMENT

34

CATCHMENT AVERAGE AGE –  
YOUNGEST CATCHMENT IN IRELAND

SOURCE: CSO



# CATCHMENT PROFILE

70%  
PRIMARY

7%  
QUATERNARY

11%  
SECONDARY

12%  
BEYOND

12%  
TERTIARY

SOURCE: CACI 2025 CONSUMER RESEARCH

67

AVERAGE VISITS  
PER YEAR

98

MINS  
AVERAGE  
DWELL TIME

64%

OF VISITORS ARE FROM  
TOP THREE ACORN  
CATEGORIES

(ESTABLISH AFFLUENCE,  
THRIVING NEIGHBOURHOODS,  
STEADFAST COMMUNITIES)

SOURCE: CACI 2025 CONSUMER RESEARCH

# SHOPPER PROFILE

59%

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

€128

AVERAGE TOTAL SPEND  
PER VISITOR

82%

AVERAGE RETAIL  
CONVERSION RATE

SOURCE: CACI 2025 CONSUMER RESEARCH

40%

MALE SHOPPERS

60%

FEMALE SHOPPERS

SOURCE: CACI 2025 CONSUMER RESEARCH



## SHOPPER AGE DEMOGRAPHIC

20% 18-24

22% 25-34

17% 35-44

15% 45-54

12% 55-64

14% 65+

SOURCE: CACI 2025 CONSUMER RESEARCH

# RETAIL & FASHION

next *H&M*

PENNEYS RIVER ISLAND

*JD* **schuh** *Boots*

TOMMY  HILFIGER

## NEW OPENINGS

  
Dylan Oaks



**SPORTS  
DIRECT**

*LOVISA*



## ANCHORS

**DUNNES**  
STORES

**SuperValu**

**T.K. maxx**

**ZARA**

**movies**  
@  
SWORDS



# RESTAURANTS & LEISURE



**FIVE GUYS**

**bb's**  
coffee & muffins



**STARBUCKS**



**Nando's**

**COSTA**

**zaytoon**

*Butlers*  
CHOCOLATE MASTERS SINCE 1932

**noah & co.**



## LATEST OPENINGS

**Asahi**  
Asian Street Food  
(Opening September 2025)



**ZERO  
LATENCY**

**LEISURE  
BOX**  
YEAR-ROUND POP-UP ACTIVITIES

# RESTAURANT QUARTER

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



39

MINS

AVERAGE F&B  
DWELL TIME

€22

AVERAGE F&B  
SPEND

52%

AVERAGE F&B  
CONVERSION RATE

SOURCE: CACI 2025 CONSUMER RESEARCH





**WWW.PAVILIONS.IE**

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 **TIKTOK.COM/@SWORDSPAVILIONS**  
 **PAVILIONSSC**



**CIARA CONNOLLY**

**E: [CIARA.CONNOLLY@HAMMERSTON.IE](mailto:CIARA.CONNOLLY@HAMMERSTON.IE)**  
**T: +353 87 216 5705**

**ELLEN DUIGNAN**

**E: [ELLEN.DUIGNAN@HAMMERSTON.IE](mailto:ELLEN.DUIGNAN@HAMMERSTON.IE)**  
**T: +353 87 368 2428**

**WWW.HAMMERSTON.COM**

**JAMES QUINLAN**

**E: [JQUINLAN@BANNON.IE](mailto:JQUINLAN@BANNON.IE)**  
**T: +353 87 230 4291**  
**PSA: 001830-002130**

**DANIEL MURPHY**

**E: [DMURPHY@BANNON.IE](mailto:DMURPHY@BANNON.IE)**  
**T: +353 86 344 1155**  
**PSA: 001830-007723**

**WWW.BANNON.IE**

**KEVIN SWEENEY**

**E: [KEVIN.SWEENEY@SAVILLS.IE](mailto:KEVIN.SWEENEY@SAVILLS.IE)**  
**T: +353 87 169 3767**  
**PSA: 02233-006830**

**AISLING JOYCE**

**E:  [AISLING.JOYCE@SAVILLS.IE](mailto: AISLING.JOYCE@SAVILLS.IE)**  
**T: +353 86 103 6991**  
**PSA: 02233-008411**

**WWW.SAVILLS.IE**

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