

The poster features a dark green background. In the center is a large, light green circle containing the text. On the left and right sides of the circle are two vertical snakes. Each snake is composed of five segments of different colors: pink, light green, orange, blue, and yellow, arranged from top to bottom. The snakes are coiled in a vertical S-shape.

# St. Patrick's Festival

**15-17 March 2025**

Fáilte Ireland Trade Webinar  
11 February 2025

# 2024 Festival in Numbers

**+1 Billion**

Total Festival Reach

**769.5 million**

Total 2024 Festival Reach (SPF PR and Marketing Figure)

**298 million**

Tourism Ireland PR and Marketing Campaign Reach

**601,503**

Festival Attendees

**€130 million**

To Economy (2023 figure)

**€27 million**

Estimated return to the Exchequer (2023 figure)

**386k**

Live and RTÉ Player Audience

**4,927**

Participants

**10,207**

Total number of days of employment generated

**76%**

Overall attendee satisfaction rating

**76%**

Overseas attendee satisfaction rating

**39%**

Overseas visitors heavily influenced by the Festival to visit Ireland

# Festival Vision

**Reanimate the city:**

City wide events that are inclusive, engaging, surprising and joyful.

**Cultural Impact:**

Theatre, pageantry, and community involvement.

**Focus:**

Vibrant, family-friendly experiences across city spaces.

# SPF 2025 Priorities

Bring St. Patrick's Festival back to Dublin City Centre.

## How are we doing this?

- Reinvesting in the Parade and a reimagined city-wide programme.

## Parade

- We have focused specifically on height and interaction in our engagement with the Parade companies.
- We are incorporating the ceremonials throughout the creative section of the parade rather than as a standalone section at the top of the parade.

## City-wide Programming

- We are creating a visible, accessible offering from 15<sup>th</sup> -17<sup>th</sup> in the City Centre.





# Parade

**7 Parade Companies**

**6+ Showpieces**

**3 Community Organisations**

**12 Marching Bands**

**Ceremonials**

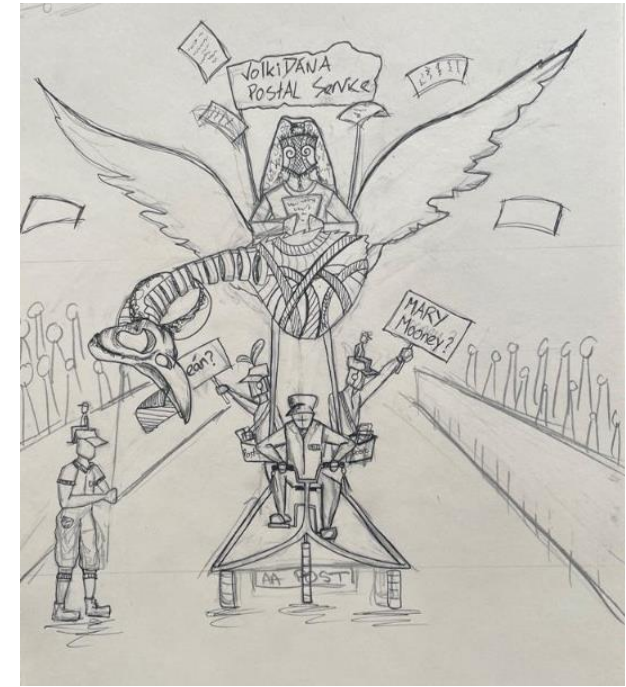
**Pre-Parade**



# Parade

## 7 Parade Companies

- Macnas
- Spraoi
- Inishowen Carnival Group
- Artastic
- The Outing Queer Arts Collective
- Bui Bolg
- Art FX



## 9 Showpieces

- Allta Creations
- AAU Baton Twirlers
- City of Dublin Youth Services
- Cork Puppetry Company
- Curious State
- Dublin Zoo
- Dublin Cycling Campaign
- Pavee Point
- Volkidana





# Parade

## 12 Marching Bands

### 2 Irish

- Clondalkin Youth Band
- Artane Band

### 1 Austrian

- Musikverein Kopfung

### 9 American

- Horizon High School
- Legacy High School
- Bowling Green State University
- Colony High School
- Illinois State University
- University of Central Florida
- Grapevine High School
- Waukee High School
- Blue Springs High School

## Ceremonials

- 10+ groups
- Grand Marshal



# Parade Route Map

This map is on our website and has been shared with the Fáilte Ireland team.







# City Wide Programming Overview

## Performance Areas

- 7 performance areas
- Approx 35 on street performances each day.
- Circus, Music, Comedy
- Visual, accessible, free

## Trail Activities:

- Walking Tours
- Literary Trail
- Heritage Trail (EPIC)
- Abbey Backstage Tours
- 5 Lamps Walking Tour
- National Library

## Collaborations:

- Venues (incl. Jameson Distillery, EPIC, the Abbey, TUD Grangegorman, Guinness Storehouse, Dublin Zoo)
- Partnerships: Aware, GOAL

## Other Events:

- Treasure Hunt
- Céilí Mór

## Night Time Performances:

- Cabaret Performance
- Abair Programme

# St. Patrick's Festival

15—17 March 2025  
Dublin, Ireland



## Street Performers

1. Hugh Lane Gallery
2. Capel Street
3. Wolfetone Square
4. Wood Quay Amphitheatre
5. Barnardo's Square
6. Chester Beatty Library
7. St Stephen's Green Fusilier Arch
8. St Stephen's Green Bandstand

### Parade Route

- Abbey Theatre
- Bewleys Cafe Theatre
- Céilí Mór
- Fálte Ireland Offices
- National Library



Dublin Port



Guinness Storehouse



Jameson Distillery



Collins Barracks



Mansion House



Dublin Zoo



EPIC



Grangegorman



Harbour2Harbour Walk



Treasure Hunt



# Treasure Hunt

- **Saturday 15<sup>th</sup> March, Free Event**
- Starts & ends at DCC office, Wood Quay
- Registration: 10am-12pm on the day or pre-register in advance via SPF's website

Unlock the city as you navigate the exciting trail, visit some of Dublin's beautiful, historical locations and solve clues in this urban, participatory event. Tap into your **adventurous** spirit, as you work in teams to solve a series of questions and discover Dublin City in this unique way!

Enjoy the atmosphere at the HQ in DCC Offices at Wood Quay, with music, performances, prizes for best costumes (the theme is **Adventure**), best team name and much more.

The hunt takes about 1 hour 45 minutes to complete, with a special, shorter, **mini hunt** available for children! To save time, sign up in advance online. Max 4 per team. The 3 quickest teams to complete their trail will win fantastic prizes!

## Dublin City Council St. Patrick's Festival Treasure Hunt



Comhairle Cathrach  
Bhaile Átha Cliath  
Dublin City Council

# Accessibility



## Wheelchair Accessibility

3 wheelchair accessible areas along the parade route, and we aim to have as many events as possible wheelchair accessible



## Relaxed Parade Space

Return of the Relaxed Parade Space for neurodivergent families and individuals, and those with sensory processing differences

# Sustainability

- SPF are working with Native Events again to improve upon practices following carbon footprint report conducted in 2024.
- Continuing partnerships with Kia, showcasing their electric vehicles in the parade, and the European Recycling Platform to create a new installation out of reused materials
- Sustainability pledge for partner venues
- Improve waste management
- Reusing materials and using sustainable materials in pageantry making





# Available Assets

- A selection of images and our launch video are now available on the [Fáilte Ireland Content Pool](#).
- SPF shared a Dropbox link with the Fáilte Ireland team which has logos, maps, images etc. included
- St. Patrick's Festival social media links:
  - [Website](#)
  - [Facebook](#)
  - [Instagram](#)
  - [X](#)
  - [LinkedIn](#)
  - [Tik Tok](#)
- Follow Fáilte Ireland and Tourism Ireland across their social media platforms and use the hashtags #FailteIreland #TourismIreland
- If you have an event on during St. Patrick's weekend, please contact the [Visit Dublin](#) website.
- For any queries, please email: [info@stpatricksfestival.ie](mailto:info@stpatricksfestival.ie)



# Marketing

*Fáilte Ireland  
& Tourism  
Ireland*

*Digital  
& Social*

*Media  
Partners*

*Strategic  
Partnerships*

*PR & Media  
Relations*

*Out of  
Home  
Advertising*

# Marketing





# Marketing - Launch



St. Patrick's Festival 2025 Launch Video





# Launch Coverage

DublinLive

# THE IRISH TIMES

## St Patrick's Festival preparing to take flight

Vivek Malkan, representing the Outing Festival, at the Hugh Lane Gallery in Dublin, for the launch of this year's St Patrick's Festival, a global celebration of Irish arts, culture and heritage, which will take place in the capital between March 15th and 17th.



## Saint the town green on Paddy's Day



BY LARISSA NOLAN  
**IT MAY be stormy weather now - but St Patrick's Festival is just around the corner.**  
The capital's programme of events to celebrate our patron saint was launched yesterday, giving us all something to look forward to.  
The theme of Dublin's St Patrick's and creativity.  
The world-famous parade through the city is the highlight, and this year, it will feature a surprise appearance by Dublin Zoo for the

irishtimesnews

**In Pictures: Lord Mayor joins performers at the Hugh Lane Gallery in Dublin to celebrate the launch of the 2025 St Patrick's Festival**

Bryan O'Brien

irishtimesnews In Pictures: Lord Mayor joins performers at the Hugh Lane Gallery in Dublin to celebrate the laun...

THE IRISH TIMES

RECRUIT IRELAND.COM Jump on to take off Recruiting new talent?

Business

### St Patrick's Day parade 2025 set to be taller

'Every year I say the parade is going to be bigger and better. This year, I'm saying it's festival boss

Expand

FM104

independent.ie\_dublin

newstalk



Any Questions?