

Press Release Information
25/10/10
Tom Manning 087 410 0199
PR Manager

Railway Procurement Agency

Parkgate Business Centre,
Parkgate Street,
Dublin 8, Ireland.
Phone: +353 (0) 1 646 3400
Fax: +353 (0) 1 646 3401
www.rpa.ie

**Gníomhaireacht
um Fháil Iarnróid**

Ionad Ghnó Gheata na Páirce,
Sráid Gheata na Páirce,
Baile Átha Cliath 8, Éire.
Fón: +353 (0) 1 646 3400
Facs: +353 (0) 1 646 3401
www.rpa.ie

LUAS



Dublin city shoppers to benefit from free “Hop Shop & Drop” service

Shoppers coming into Dublin city centre over the Christmas period this year will be able to benefit from a brand new, free service – ‘Hop, Shop & Drop’.

The service, a joint pilot initiative between LUAS and Dublin City Business Improvement District, offers consumers a shopping bag” crèche facility”. Shoppers can avail of public transport and take advantage of the wonderful offerings in Dublin city centre over the Christmas period without having to carry shopping bags with them from place to place.

The idea is to let people combine some of their Christmas shopping with other activities that might otherwise be more difficult when laden down with bulky packages. Shoppers can deposit their shopping bags free of charge and then freed up can enjoy other activities in town – meeting friends for a meal, taking their children to a festive show or even continue with some more shopping.

December is the busiest month by far for Luas. Passenger numbers for Luas are typically 18% higher in December than in the other 11 months of the year. The daily passenger number for Luas jumps from 72,000 passengers on average to a daily December high of 85,000. The busiest day of the year has typically been the Friday before Christmas when the number of passengers jumps to 130,000.

The shopping drop-off facility aims to make trips to town a little easier for the Dublin consumer over Christmas this year. Richard Guiney, CEO at Dublin City BID is keen to help shoppers make the most of their shopping trip to Dublin city: *"We wanted to offer people a service that would add something extra to their shopping experience in the city and make it a little easier. 'Hop, Shop & Drop' will free up people so that they can enjoy the unique Christmas atmosphere in town and all that the city has to offer over the festive season. In the longer term we would see this as something that could be rolled out to more locations and as a more permanent offering to shoppers across Dublin city"*.

With locations in Stephens Green Shopping Centre and GPO Arcade, Henry Street (both conveniently close to LUAS stops) it is hoped the initiative will also encourage people to use public transport to access the city. Cara Moloney, LUAS Marketing Manager said: "We hope that as many people as possible will take advantage of this free service. Our goal is to make it easier for people to shop smarter, with less hassle and save money by using LUAS and the Hop, Shop & Drop service during Christmas and the New Year"

A priority queuing system will be in place at busy times for customers in possession of a valid LUAS ticket. All customers will also be offered an opportunity to enter a draw sponsored by LUAS where one lucky customer will win a year's free LUAS travel.

Hop, Shop & Drop will open on Thursday 25th November and run until 5th January. It will be open Thursday – Sunday between then and Christmas and will re-open on Monday 27th December for the January sales. For full opening hours and further information, please call Free Phone; 1800 300 604 or visit www.dublinatchristmas.ie/shop-and-drop or www.luas.ie

For further information please contact Tom Manning, PR Manager, RPA on 087 410 0199 or Elizabeth O'Herlihy, Marketing & Communications Director, Dublin City BID on 086 815 2946

Ends.