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Shops

Shopping centres generate confidence

LIMERICK CITY on average captures between 40 per cent and 45 per cent of total retail spending within the Mid West Region.

Big purpose-built shopping centres such as Arthur's Quay, the Crescent and the Parkway, in the city centre and the suburbs have brought their own atmosphere to help boost the retail business.

Limerick Corporation says that in terms of turnover, the city centre attracts between 60 per cent and 80 per cent of all comparison goods expenditure for the city as a whole.

A survey showed that the principal

attraction of the city centre in shopping terms is in the non-food category where it attracts over 95 per cent of all households surveyed compared with only 45 per cent of all households for food shopping.

The importance of car-based transport in modern shopping, says the local authority, may be seen in the number of parking spaces now provided in conjunctions with the most modern developments taking place in Limerick.

There is now a real attractive and quality look to Limerick's city centre retail outlets — many businesses have greatly improved their appearances, giving an air of colour, intimacy and variety that makes shopping a pleasure for visitors.