



St Patrick's + Six Nations Week Five

15th > 17th March 2024

Draught volume data powered by **VIANET**
DATA. REIMAGINED.

Finally, St Patrick's & Super Saturday deliver growth for the trade +3.3% vs. 2023 and +11% vs the average of all other weekends this year
17th - 19th Mar 23 vs. 15th – 17th Mar 24

- Sales across Friday, Saturday & Sunday were **+3.3%** vs. 2023. For 2024 the weekend drove **+11%** vs. the other weekends in 2024 so far
- The English topped the league and consumed **126** more pints than compared to an average weekend
- The weekend drove **27m pints** with **c4.5m** pints of **Stout** consumed between Friday and Sunday.
- The trade saw growth in **Ale, Cider, Stout & World Lager** as consumers celebrated a weekend of Rugby & St Patrick's Day.
- In 2023 St Patrick's Day fell on the Friday and became one of the **biggest sales** days of the year and this year we saw **Saturday driving** the highest sales as many outlets capitalised on both the **Super Saturday** of the Six Nations finale along with **St Patrick's Day** events.
- Overall footfall is growing in line with volume with the weekend **+2.9%** vs. 2023 driven by strong **increases on Saturday & Sunday**. Saturday saw growth in **City Centres** and **Suburbia** as groups gathered for St Patrick's Day and Rugby, whilst Sunday was all about **Rural & Suburban** areas.
- Average consumer dwell time grew at a total level to **135** mins vs. **131** mins in the same week last year **(+3.1%)**. City Centres and Suburbia benefitted the most, as all locations grew consumer visit length over the weekend



St Patrick's + Six Nations Week Five Volume

15th => 17th March 2024

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Sales across Friday, Saturday & Sunday were **+3.3%** vs. 2023. For 2024 the weekend drove **+11%** vs. the other weekends in 2024 so far, with the English topping the league in extra pints (+126) consumed over the Rugby / St Patrick's weekend.



27 Million Pints Sold

The average pub serves **1,077** pints of Draught Beer & Cider over the Friday => Sunday of the 5th weekend of the competition, which equates to a **£3,301** income generator

+106 Extra Pints (+11%) Sold Per Pub vs. an average weekend
(average of all other Fri, Sat & Sun in 2024)



League Table Thirstiest Nations *



+126 Extra Pints



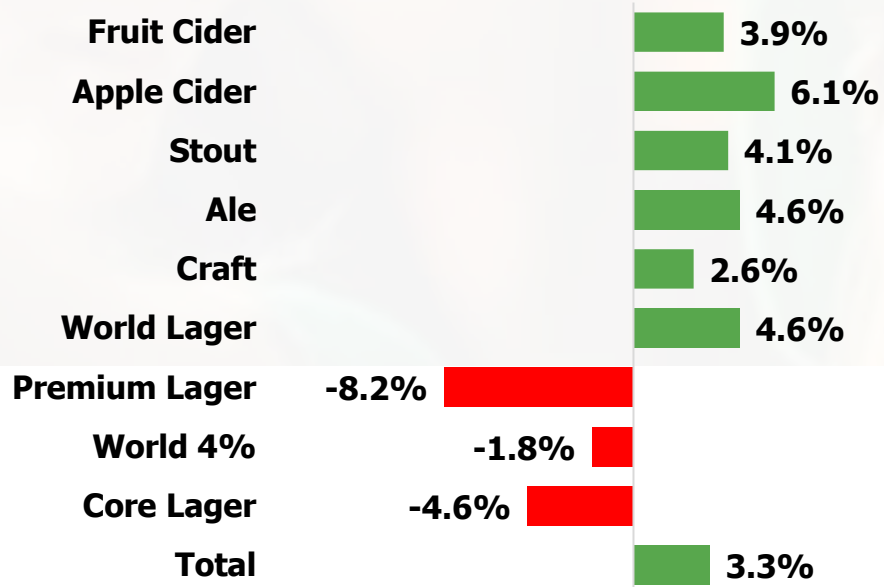
+96 Extra Pints



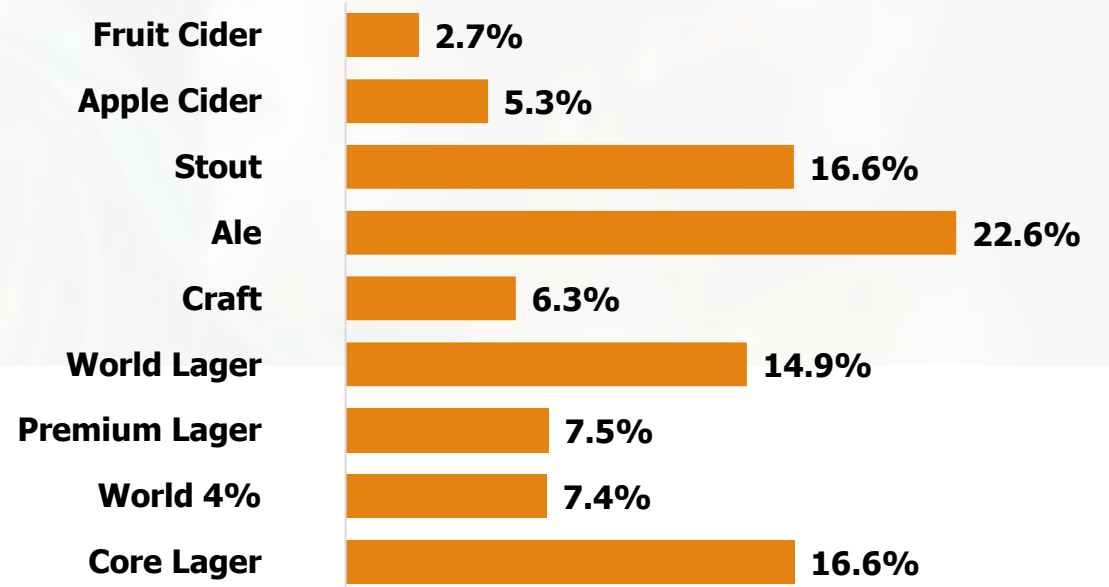
-72 Extra Pints

Week Five Guinness Six Nations Pints Sold (17th - 19th Mar 23 vs. 15th – 17th Mar 24) Base 8,264 Outlets

Category Performance vs. 2023



Share of Category Draught Sales



Week Five Guinness Six Nations Pints Sold (17th - 19th Mar 23 vs. 15th – 17th Mar 24) Base 8,264 Outlets

Overall, the Beer & Cider Category achieved **+3.3%** growth over the weekend driven by growth in **Ale, Cider, Stout & World Lager** as consumers celebrated a weekend of Rugby & St Patrick’s Day. In 2023 St Patrick’s Day fell on the Friday and became one of the **biggest sales** days of the year and this year we saw **Saturday driving** the highest sales as many outlets capitalised on both the **Super Saturday** of the Six Nations finale along with **St Patrick’s Day** events. **Stout** grew its share of the draught sales over the weekend and even managed to **surpass the huge 2023 sales spike**.



St Patrick's + Six Nations Week Five Consumer

15th => 17th March 2024

Week Five Guinness Six Nations Footfall (17th - 19th Mar 23 vs. 15th – 17th Mar 24) Base 52,595 Outlets

Day	Total	Friday	Saturday	Sunday
% Change Footfall vs. 23	+2.9%	0.8%	1.2%	5.2%
City	+1.5%	1.6%	1.4%	2.1%
Suburban	+3.4%	0.6%	1.3%	7.3%
Rural	+4.0%	0.8%	0.0%	7.4%

Overall footfall is growing in line with volume with the weekend **+2.9%** vs. 2023 driven by strong **increases on Saturday & Sunday**. Saturday saw growth in **City Centres and Suburbia** as groups gathered for St Patrick's Day and the Rugby, whilst **Sunday** was all about **Rural & Suburban** areas.



Week Five Guinness Six Nations Dwell Time (17th - 19th Mar 23 vs. 15th – 17th Mar 24) Base 52,595 Outlets

138 mins
+3.0%

136 mins
+2.3%

131 mins
+1.6%

Average consumer dwell time grew at a total level to **135** mins vs. **131** mins in the same week last year **(+3.1%)**. **City Centres and Suburbia benefitted the most, as all locations grew consumer visit length over the weekend**