



**PRESS PACK**



# ABOUT THE GUINNESS STOREHOUSE

Awarded the World's Leading Beer Tour Visitor Attraction 2024, the Guinness Storehouse tells the story of one of Ireland's most loved brands. Visitors from Ireland and abroad discover what goes into making each pint, learn about the incredible brand history stretching over 265 years, its iconic advertising, as well as a tasting like no other. The experience unfolds across seven floors, including the highlight for many visitors - the famous Gravity Bar - where visitors can enjoy unparalleled panoramic 360° views of Dublin city. On top of the standard experience, guests can also enjoy an Academy experience, the STOUTie experience and the Connoisseur experience.

Housed at St. James's Gate in the heart of Dublin's Liberties, the seven floors of the Guinness Storehouse were built through a €42 million redevelopment of a 113-year-old former Guinness fermentation plant. Since 2000, the Guinness Storehouse has continually been enhanced, developing its experience to exceed consumers' expectations. The newly revamped Ingredients Floor is the latest example of this. Visitors are welcomed into a multi-sensory experience celebrating the four simple ingredients that go into making beautiful Guinness; barley, water, hops and yeast.

The Ingredients Floor pays tribute to the growers, tasters and testers who dedicate their working lives to the quality of these ingredients. In this space, visitors also have the opportunity to learn more about our regenerative agriculture scheme. The panoramic Gravity bar, located on the seventh floor, has more than doubled in size, and is now structured as a figure of eight, giving stunning views across the Dublin cityscape. The Guinness Storehouse recently launched the Guinness Brewery Experience, where visitors will embark on an unforgettable journey through the working brewery that has stood at St. James's Gate for the past three centuries. A once-in-a-lifetime experience, guests are invited into the tunnels underground and to marvel at modern technology at Brewhouse 4.



## 25 YEARS WRAPPED

1. The Guinness Storehouse officially opened on 27 November 2000 with An Taoiseach, Bertie Ahern, as guest of honour.
2. The Guinness Storehouse welcomed nearly 27 million visitors in 25 years.
3. Approximately 1 in every 4 tourists that visit Ireland also join us at the Guinness Storehouse on their journey. (based on CSO figures for total inbound international visitors to Ireland in 2025)
4. In 2025, the Guinness Storehouse launched a yearlong campaign 'Alive in 25', that set to celebrate even more cultural events and community initiatives.
5. In 2024, the Brewery opened its gates for its first open air concert situated in the historical heart of Dublin 8, St. James's Gate with headline act Disclosure.
6. This year, the gates opened once again for 3 days as 'Lovely Days Live' brought Fontaines D.C, Barry Can't Swim, CMAT, BIIRD, JYOTY and more to 7,000 fans across the weekend.
7. All proceeds from 'Lovely Days Live' ticket sales in 2025 went towards a newly established Guinness Dublin 8 Community Fund, a commitment from Diageo Ireland, Guinness and the Guinness Storehouse to donate €1 million over the next 5 years to the Dublin 8 Community, that aims to support and empower projects within the local community.
8. This year for St. Patrick's Day, The Guinness Storehouse and Guinness Open Gate Brewery brought a five-day festival of colour, community and entertainment to visitors with special performances from JOY (Anonymous), BIIRD, Seanchóice and more.
9. In September, as part of Culture Night, the Guinness Storehouse launched 'These Walls' multi-phase street art initiative to spotlight the streets of Dublin 8 with artists Deirdre Breen and Owen de Forge, Alice Rekab, Venus Patel, Thaís Muniz, Farouk Alao and more.
10. In recent weeks, the Guinness Storehouse enlisted Irish menswear designer Robyn Lynch to reimagine team uniforms across seven floors.



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11. Other Voices: Home at the Guinness Storehouse returned for its sixth edition in Dublin 8 in December holding special significance on the back of the Guinness Storehouse 25<sup>th</sup> anniversary celebrations and marking the beginning of Other Voices' own 25th remarkable year
12. In previous years, the Guinness Storehouse has welcomed artists and creatives in through our doors like Ciaran Gaffney (Séanchoíche), Kathi Burke, Aches, Áine Byrne, Aoife Dooley and more, for art installations, retail and clothing collections and more.
13. The Guinness Open Gate Brewery London officially opened its gates on 11<sup>th</sup> December becoming the 5<sup>th</sup> Guinness brand home and 1<sup>st</sup> brand home in London.
14. Ireland's number one attraction unfolds its tale across seven floors shaped around a giant pint which, if filled, would contain 14.3 million pints of Guinness.
15. The Guinness Storehouse was confirmed as Ireland's number one tourist attraction in its first year of operation, welcoming 570,000 visitors
16. The Home of Guinness was awarded the World's Leading Tourist Attraction 2023 and Leading Beer Tour Visitor Experience 2024 at the World Travel Awards.
17. The Guinness Storehouse was the first Visitor Attraction in Ireland to offer online ticket sales.
18. In 2023, Dermot Kennedy was the first person to ever perform on the roof of the Gravity Bar, launching Guinness Live & Rising.
19. In 2020, the Gravity Bar doubled in size, with the addition of a second circular Gravity bar, resulting in an overall figure 8 shape.
20. The Guinness Storehouse is the only Corporate Archive in Ireland open to the public.