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City marketing

Cashback in Bocholt town centre - €5,555 for you!

The winners of the cashback promotion have been announced.



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Bocholt. Following last year's huge success, Bocholt vouchers were once again raffled off this year as part of the "Cashback" campaign organised by ISG Altstadt Bocholt and the marketing associations for the Shopping-Arkaden and Neutor-Platz. This time, the total value was €5,555. To take part, all customers were able to email their receipts to the city marketing team between 11 June and 13 June to be entered into the prize draw. Over 265 receipts were submitted. "From tiny amounts right up to just under €2,000, from bills for books to cheese from the market and even a new wedding outfit - there was a bit of everything", sums up city marketing officer Maren Weitauer.

After 49 winners had been drawn, the total of €5,555 had been reached and the lucky winners were notified by the City Marketing department. They can collect their Bocholt voucher from the City Marketing office by 3 July 2026 and look forward to another shopping trip in Bocholt town centre.

All outlets accepting the Bocholt voucher can be found at www.bocholt-gutschein.de. Bocholt vouchers can also be purchased online there as the perfect gift, or as a voucher card from the Tourist Information Centre on Nordstraße.

The cashback campaign underpins the aim of attracting customers to the town centre, boosting the appeal of shopping there and offering visitors an experience that will make them keen to return. "And why limit cashback campaigns to the internet or social media - they work just as well in local, high-street shops", says Maren Weitauer from the city's marketing department.