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City marketing

Bocholt's Shopping Friday

Shopping on Black Friday

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There are great offers in Bocholt city centre on Friday.

The Friday after Thanksgiving, also known as "Black Friday", is famous for "killer deals" and discounts in retail. Huge sales are made online, but Bocholt retailers have also organised promotions to mark the start of the Christmas shopping season in recent years.

For the fifth time in a row, the ISG Altstadt Bocholt e.V. and the advertising associations of Neutorplatz and Shopping Arkaden are organising a joint campaign: "Bocholt's Shopping Friday" with extended opening hours until 10 p.m. is intended to offer customers not only great discounts but also a shopping experience on site.

So not only online retail, but also Bocholt's retail trade. This event focuses on in-store shopping with real offers and exclusive benefits. The **Bocholt Christmas market** (23 November to 20 December) also invites you to visit at the same time.

"The combination of Christmas market and shopping tour appeals to all of the customers' senses and makes a visit to Bocholt city centre an experience," says Mechtild Hoffs, first chairwoman of the ISG Altstadt Bocholt e.V. Heiko Wagner, centre manager of the Shopping Arkaden, sees further advantages: "Everyone goes shopping in the run-up to Christmas, the only question is where. As a shopping city, you have to stand out and extended opening hours during the Advent period and of course great offers are a competitive advantage over other cities and centres."

The StadtBus company is organising a special service on Friday with the usual timetable frequency, also in the outlying districts, so that Bocholters can get to the city centre and back home again in comfort until 9.30 / 10.00 pm. You can find more detailed timetable information [at](http://www.stadtbusbocholt.de) www.stadtbusbocholt.de

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