

DUN LAOGHAIRE RATHDOWN TOURISM STATEMENT OF STRATEGY AND WORK PROGRAMME 2017 - 2022

FOREWORD

We are delighted to be invited to participate in this national launch of Tourism Statement of Strategy. Dun Laoghaire-Rathdown County Council is happy to present its Statement of Strategy at today's launch.

Furthermore, our Council is developing a new Strategy for Tourism Development across the county from 2017 – 2022. This strategy will be ambitious and forward looking, building on a range of positive achievements to date and identifying the strategic interventions that will make a difference and grow the tourism sector within our County.

Dun Laoghaire-Rathdown County Council will work with our local tourism stakeholders within Dun Laoghaire-Rathdown to drive the implementation of this new Tourism Strategy and will strive to build strong local partnerships to assist the growth of tourism in the county.

As a county, Dun Laoghaire Rathdown has an incredible range of natural and cultural heritage assets which provides unique and unexpected experiences which we want our visitors to enjoy. Whether it's the natural heritage of the mountains, the sea and places in between, or the historic and contemporary culture of our County - How we live our lives, our festivals and events or our wonderful towns and villages, our literary heritage our architecture, our sense of place.

Dun Laoghaire-Rathdown County Council, together with the other Dublin Local Authorities and Failte Ireland, is committed to promoting Dublin as a world class place to visit. Dun Laoghaire-Rathdown County Council will continue to collaborate on the development of the "Dublin – A Breath of Fresh Air" campaign.

The Dun Laoghaire-Rathdown Tourism Strategy 2017 – 2022 has been developed with reference to National and Regional Tourism policies as well as our local policy framework namely the DLR Corporate Plan, The DLR Development Plan 2016 – 2022 and the DLR Local Economic and Community Plan.

We look forward to welcoming many new visitors and tourism service providers to Dun Laoghaire Rathdown over the lifetime of this strategy.

Cormac Devlin

An Cathaoirleach

Philomena Poole

Chief Executive

INTRODUCTION

Dun Laoghaire-Rathdown County Council recognise the importance of tourism to the overall local economy and have developed a number of strategies, policies and initiatives to progress the development of a strong tourism brand to harness the socio-economic benefits that this sector can bring to the area into the future.

Dún Laoghaire Rathdown forms part of the overall Dublin region and part of the Dublin experience. The county's assets, physical, cultural and social are a core resource which will enable the region to maximise its potential under Dublin – A Breath of Fresh Air.

In developing the Tourism Strategy for Dun Laoghaire Rathdown, a review of performance and visitor numbers was undertaken. While there isn't a breakdown of number of tourists visiting Dun Laoghaire Rathdown, the data shows that Dublin was the most popular tourist destination in Ireland in 2015 and accounted for approximately 61% of all trips from overseas visitors (4.9m visiting the Dublin region). In revenue terms, this amounted to €2,072m from visitors in 2015. Dun Laoghaire benefits from its accessibility and close proximity to Dublin, and there is real potential for more of the visitors to Dublin to enjoy the attractions and experiences that Dun Laoghaire has to offer.

On a national level, recent CSO estimates have shown that overseas visitors to Ireland grew to record levels in the first eight months of 2016, with over 6.5 million arrivals. This represents an increase of +12%, or more than 718,000 additional overseas arrivals, when compared to the same period in 2015.

Estimates in terms of benefits and value of tourism to Dun Laoghaire Rathdown using a multiplier for wider and induced effects of tourism puts the value of tourism to the Dún Laoghaire Rathdown economy in the order of €300m currently based on conservative estimates of visitors to the area.

The County Council recognises the value and importance of tourism to the county, and is a key partner in the ***Destination Dublin, A Collective Strategy for Tourism Growth to 2020*** which aims to increase international visitor numbers to Dublin to 6.2 million by 2020, and double tourism revenue to €2.5 billion. It is seeking to position Dublin amongst the top 10 European City Break Destinations by 2020 and Dun Laoghaire Rathdown is well placed to attract many more of these visitors to visit, stay, and explore.

Dun Laoghaire's existing tourism market is strongly weighted towards the Irish market and in particular towards Dublin visitors who have traditionally, and continue to use key recreational assets such as Dún Laoghaire Pier, the coastal villages, Dublin Mountains or use facilities such as Leopardstown Racecourse.

Developing the potential for Tourism is identified as a key goal in the County Council's key strategic and statutory plans:

Dun LaoghaireRathdown County Council's Corporate Plan 2015 - 2019 has identified tourism development as a key corporate goal to be achieved by 2019 *to promote and develop tourism within the County as part of the wider region*. To achieve this goal, a number of key

objectives are being progressed; this includes supporting the implementation of the **Destination Dublin Tourism Strategy** and its benefits for the county; working proactively with our stakeholders in facilitating the **enhancement of tourist and recreation orientated facilities** in the county; and promoting the county as a destination for tourists by harnessing the **natural, social, heritage and cultural assets** of the county; and promoting the **establishment of sustainable links** with the county's diaspora.

The **Dún Laoghaire-Rathdown County Development Plan 2016-2022** promotes continued collaboration with key stakeholders to implement key programmes and plans over the lifetime of the Development Plan to maximise the tourism potential of the county.

The **Dún Laoghaire-Rathdown Local Economic and Community Plan (LECP) 2016 2021** has a focus on “*creating and sustaining jobs*” with tourism being recognised as a key growth sector. There are a number of key actions which are being delivered against this, one of which is to develop a **Draft Dun Laoghaire-Rathdown Tourism Strategy** to develop and promote tourism further building on the brand promise of “*Dublin – A Breath of Fresh Air*”.

Good progress is being made against the objectives and a key focus has been on progressing the development of a **Tourism Strategy and Marketing Plan for Dun Laoghaire-Rathdown**. The County Council established a Tourism Working Group in 2016 which includes key Tourism Sector representatives as well as representatives from the Economic Development and Enterprise Strategic Policy Committee. A key task for has been consulting with and developing a Draft Tourism Strategy and Marketing Plan which will be presented to the Strategic Policy Committee in March. The Draft Tourism Strategy includes a **Vision for Dun Laoghaire-Rathdown** as follows:

A highly attractive and accessible tourism destination, steeped in culture and maritime heritage, combining breath-taking coast, inviting villages and towns and Dublin Mountains adventures delivering memorable and distinct experiences for visitors.

The vision for tourism for Dun Laoghaire-Rathdown fits well with the national and regional policy basis. It has at its core, a distinctive proposition to motivate visitors to come, enjoy and explore, make it easy and enjoyable for them to travel and to get around and encounter a choice of readily accessible, unexpected experiences all within easy reach. The aim being for the destination to offer compelling reasons for people to visit, deliver unsurpassed experiences that will motivate people to return and share their positive experiences and become enthusiastic promoters of this place.

NATIONAL POLICY CONTEXT

People, Place and Policy, Growing Tourism to 2025 is the Government's national tourism policy and it sets out ambitious goals for tourism in Ireland. The policy commits to "an enhanced role for Local Authorities and recognition of the contribution of communities to tourism."

Specifically, the policy envisages that Local Authorities will:

- Continue to act as primary developer of a range of public tourism infrastructure, including outdoor tourism infrastructure and urban and rural heritage;
- Act as a link between the State tourism agencies and communities by supporting community effort with regard to major national tourism initiatives such as the Gathering;
- Support community effort in destination development, including assisting communities to align their efforts with the tourism agencies brand architecture and consumer segmentation model;
- Provide a competitive environment for tourism enterprises through continued focus on high quality maintenance of public infrastructure frequently used by visitors;
- Contribute to capacity building in tourism nationally by co-ordinating exchange of knowledge between established and developing tourism destinations; and
- Provide a range of advice and support through the Local Enterprise Offices.¹

The recognition of tourism as a priority in the Local Economic and Community Plans (LECPs) was identified as a policy priority in *People, Place and Policy, Growing Tourism to 2025*. Every Local Authority has developed an LECP and they each have a strong tourism dimension. The LECPs outline each Local Authority's tourism outputs, identify tourism partners and set out specific goals, objectives and actions related to tourism. The majority of the LECPs explicitly reference *People, Place and Policy, Growing Tourism to 2025*. Furthermore, many local authorities have created detailed tourism strategies which build upon their tourism plans as outlined in their LECP.

All of the LECPs are prepared by the Local Community and Development Committees (LCDC), adopted by the elected members and submitted to the Minister for Housing, Planning, Community and Local Government. Each local authority develops a plan that considers unique local factors through a process that includes extensive public consultation. The strength of the LCDC lies in its composition. This membership of the LCDC is critical to the delivery of the actions set out in the LECP. The Act clearly provides for a role for the local elected members and the Chief Executive of the City or County Council, the voluntary sector, community groups and agencies that are central to the delivery of public services in local areas.

¹ People, Place and Policy, Growing Tourism to 2025, Department of Transport, Tourism and Sport, March 2015.

REGIONAL POLICIES & INITIATIVES TO FACILITATE THE GROWTH AND DEVELOPMENT OF TOURISM IN DUN LAOGHAIRE-RATHDOWN:

THE DUBLIN REGIONAL ACTION PLAN FOR JOBS 2016-2018

The goal for Dublin is to achieve sustainable full employment, with a further 66,000 people in employment by 2020. This Plan encompasses the whole of enterprise, aimed at delivering opportunities across the city region and including both manufacturing and services activities.

Dublin's scale, diversity and the dynamic already in evidence as well as its role in the international context make this Plan somewhat different from the other Regional Action Plans.

The Dublin Action Plan for Jobs includes 6 thematic objectives and 90 individual actions. The Plan spans the three year period from 2016 to 2018 but the reality and strength of this process is that it represents the start of a rolling agenda of collaborative action to accelerate enterprise development in Dublin that will continue beyond 2018.

The Plan for Jobs includes a range of ambitions and actions which are focused on driving enterprise growth; delivering skills for a growing economy, promoting innovation and enhancing competitiveness. Tourism is one of the growth areas for enterprise and 2016 was a positive year for growth in the Tourism sector where visitor numbers increased by almost 12% on 2015 levels.

Progress on actions includes:

A bespoke workshop was delivered for the Dublin Food Chain in partnership with Dún Laoghaire Rathdown County Council, attended by 60 businesses. 25 Dublin businesses attended Food Connect, Ireland's first food tourism conference. There has been a food focus in international marketing of Dublin on VisitDublin.com:

Fáilte Ireland has invested €2.1 million in 41 regional and 13 national festivals with an emphasis on those which take place in the shoulder season. Fáilte Ireland is working with the National Transport Authority (NTA) and the 4 Dublin Local Authorities on the development of an orientation strategy for Dublin which will help visitors to move around Dublin with confidence by foot, by bike and public transport. This strategy will be in line with the new Dublin brand and feed into the Destination Dublin Strategy.

Dublin Regional Enterprise Strategy 2016-2018:

The **Dublin Regional Enterprise Strategy** provides a coherent and coordinated approach to promoting enterprise, employment and entrepreneurial activities in the Dublin Region.

The four Dublin local authorities agreed a three-year strategy to guide the enterprise growth and development of the region. A collaborative approach to Enterprise policy across the region supports the sharing of best practices as well enabling a more unified approach.

The Regional Enterprise Strategy identified through analysis and consultation, eight '**growth opportunity areas**' which have significantly development and growth potential, one of which is Tourism. With some 5 million overseas visitors spending time in Dublin there is considerable potential to expand the numbers visiting the Region. The Dublin Region has a wide range of facilities and attractions for visitors, including 5 of Ireland's top 10 fee paying attractions and 8 of Ireland's top 10 free attractions.

This strategy identifies Tourism, as a very broad opportunity for the region, and is comprised of several different sub-areas, including: accommodation, food and drink, leisure, cultural and entertainment activities, and retailing. Consequently, targeting this area will have broad benefits to enterprise and employment creation with every €1m of tourist expenditure supporting 29 tourism jobs, while the gains for wider economy are significant with every euro spent on tourism generating 23 cents in taxation².

Key actions under this strategy include:

- Explore the collaborative potential to expand marine tourism as part of the tourism offer of the county and region, in the context of 'A Breath of Fresh Air'.
- Develop a plan to maximise the visibility of local food products as part of the tourism offer of the County.
- Work collaboratively with Dún Laoghaire Rathdown County Council to develop the Dublin Mountains Park.

The Grow Dublin Taskforce

In 2012 the Grow Dublin Taskforce (GDT) formed with the ambitious goal to grow Dublin tourism to unprecedented levels by repositioning Dublin as a Top 10 European City destination. Critical success factors to achieving this visitor growth included: raising awareness of Dublin amongst its target visitor groups (the Culturally Curious and Social Energisers); enhancing visitors' lasting impression of their overall experience of Dublin; and optimising the economic impact that visitors have whilst they are touring Dublin and its surrounding areas.

The sectors identified as integral to fulfilling the overall targets were: Visitor experiences; transport and access; accommodation and food; cruise and business conference visitors.

² Fáilte Ireland (2016) '*Tourism Facts 2015*'.

The GDTA was established by Fáilte Ireland to develop the plans set out in **Destination Dublin – A Collective Strategy for Growth to 2020** which was published in early 2014 and which recommended that a new brand and marketing campaign be developed for Dublin.

'Dublin – A breath of Fresh Air'

This new brand (with associated logo and designs) seeks to communicate Dublin's unique position as a vibrant capital city bursting with a variety of surprising experiences and a destination where city living thrives side by side with the natural outdoors

An overseas marketing campaign was rolled out in the UK, France and Germany with an emphasis on digital and social media marketing. Digital marketing also played a significant role in communicating the new brand at home in order to rally Dublin businesses and the wider public behind the new messaging.

The campaign seeks to reposition Dublin from a city that is defined mainly as a party city to a 'must visit' destination with an evolving breadth and depth of stimulating experiences to see and do.

The four Dublin Local Authorities contributes to the cost of implementing this campaign which is led by Failte Ireland.

Regional Initiatives include

The Dublin Food Chain:

Dublin Food Chain is a collaborative initiative of the Irish Exporters Association and the Local Enterprise Offices in the Dublin area. The Dublin Food Chain is part of an ongoing effort to harness the power of the 'collective', in order to ensure that Co. Dublin's unique food heritage benefits from the attention it deserves. The Dublin Food Chain is a marketing and networking forum which represents many of the outstanding food and drink producers, retailers, foodservice operators and distributors that are based throughout Dublin City and County.

The Dublin Food Chain is an initiative jointly supported by the four Dublin City and County Local Enterprise Offices, The Irish Exporters Association, and Bord Bia.

Some of the goals of the Dublin Food Chain include:

- Provide networking opportunities for the Dublin food sector among producers and retailers, as well as the food service and hospitality sector.
- Attract additional food tourism to the Dublin region.
- Promote regional food products at home and abroad.
- Increase regional food-tourism.



- Widen the reach and scope of Dublin Food Tourism.

Dublin Biosphere

The Dublin Bay Biosphere now covers the whole of Dublin Bay, reflecting its significant environmental, economic, cultural and tourism importance, and extends to over 300 km². Over 300,000 people live within the newly enlarged Biosphere.

Dublin Bay Biosphere contains three different zones, which are managed in different ways:

The core zone of Dublin Bay Biosphere comprises 50 km² of areas of high natural value. Key areas include the Tolka and Baldoyle Estuaries, Booterstown Marsh, Howth Head, North Bull Island, Dalkey Island and Ireland's Eye.

The buffer zone comprises 82 km² of public and private green spaces such as parks, greenbelts and golf courses, which surround and adjoin the core zones.

The transition zone comprises 173 km² and forms the outer part of the Biosphere. It includes residential areas, harbours, ports and industrial and commercial areas.

LOCAL POLICY CONTEXT:

Dun Laoghaire Rathdown has a number of local strategies which support and promote tourism related objectives, which include:

(1) Dun Laoghaire Rathdown Corporate Plan 2015-2019.

The Corporate Plan sets out the strategic direction for the Council based on a vision of a smart vibrant County which is attractive, inclusive and accessible, and a Council which will shape a better future for our County and all its communities.

The Corporate Goals and Objectives are set against a backdrop of three key underlying themes of *Creating an Environment for Economic Growth, Driving Quality of Life for All and Transforming How we Work*.

Corporate Goal 6 “To promote and develop tourism within the County as part of the wider region”. To achieve this goal, a number of key objectives are being progressed; this includes supporting the implementation of the Destination Dublin Tourism Strategy and its benefits for the county; working proactively with our stakeholders in facilitating the enhancement of tourist and recreation orientated facilities in the county; and promoting the county as a destination for tourists by harnessing the natural, social, heritage and cultural assets of the county; and promoting the establishment of sustainable links with the county’s diaspora.

Tourism initiatives progressed to date include: Development of a Tourist Information Centre , Pedestrian Way-finding Signage, the development Sandycove Lifeguard and Bathing Shelter, Dun Laoghaire Metals Improvement Scheme, Dalkey Castle & Heritage Centre refurbishment as well as regular programme of events which include Mountains to Sea Book Festival, Bay 10k run, Marlay Park Run, Community 5k – Kilbogget Park as well as the on-going programme of DLR Events – e.g. Marlay Park concerts, movies in the Park and Summer and Spring of Heritage.

(2) Dun Laoghaire-Rathdown County Development Plan 2016-2022.

This County Development Plan sets out Dún Laoghaire-Rathdown County Council’s policies for the continuing sustainable development of the County for the period 2016 to 2022.

Policy E14: Tourism and Recreation. It is council policy to co-operate with the appropriate agencies in promoting sustainable tourism and securing the development of tourist and recreation orientated facilities in the county.

The Council recognises the employment potential of tourism and recreation in the local economy. The Council will co-operate with the appropriate agencies in promoting sustainable tourism and securing the development of tourist and recreation orientated facilities in the County.

Dún Laoghaire has been designated as a centre for marine-related tourism under the National Ports Policy. The strong growth in cruise tourism in the town has the potential to deliver a significant economic benefit to both the town itself and the wider County. The cruise business is a growing market sector in the tourism industry and Ireland has recently begun to capitalise on this market and has succeeded in attracting a growing number of visits by cruise liners.

The tourism potential of the Dublin Mountains, as a recreational hiking/cycling destination, is significant. The Dublin Mountains Partnership, of which the Council is a member, was established to develop an integrated outdoor recreation plan for forests and other public/state-owned lands with the ultimate aim of improving the recreational experience for users of the Dublin Mountains. The flagship project of the Partnership was the establishment of a long distance trail, the Dublin Mountains Way, across the mountains from Shankill to Tallaght.

(3) Dun Laoghaire -Rathdown Local Economic and Community Plan 2016-2021

Vision of Dun Laoghaire Rathdown Local Economic & Community Plan

“Dún Laoghaire Rathdown will build on our strengths as a smart, vibrant county to expand economic activity and employment and to ensure the county is attractive and inclusive, to create a better future for all its communities”.

The LECP was formally launched in April 2016, following an extensive consultative process with stakeholders in 2015. The plan has identified 8 high level goals, 21 objectives and 156 actions that will promote and support the economic and community development of Dun Laoghaire-Rathdown over the period of the plan and is based on a coordinated and collaborative approach to planning and service delivery. The LECP recognises that Dun Laoghaire-Rathdown possesses a number of physical, Heritage-based, cultural, recreational and other assets, including the County’s coastal and mountainous features, which are accessible to Dublin’s population centres and indicate a strong potential to develop the tourism and recreation sectors in the county.

The LECP outlines a number of specific Tourism Objectives and supporting actions. The main objective that supports the development of Tourism in the DLR LECP is *Objective 5: “Realise Potential of Tourism, Recreation, Heritage and Culture Sectors, and Enhance Links with Diaspora”*

DLR LECP Tourism Actions include:

No.	Key DLR LECP Tourism Actions	Responsibility
5.1	Develop a DLR Working Group to prepare a DLR Tourism Development Strategy.	DLR Economic, Community & Cultural Development Department, Fáilte Ireland, hospitality and tourism providers, Grow Dublin Tourism Alliance.
5.2	Build on DLR's natural environment, including rural/mountain and marine location, and cultural and heritage assets, to enhance marketing and promotion of DLR as a short-stay destination (and as a 3-5 day Dublin area base) for overseas visitors to the Dublin area.	DLRCC in collaboration with Fáilte Ireland, transport operators and Dublin Mountain Partnership
5.3	Capitalise upon the County's proximity to Dublin City to attract visitors to the County.	DLR Economic, Community & Cultural Development Department, Fáilte Ireland, hospitality and tourism providers, Grow Dublin Tourism Alliance.
5.4	Explore funding opportunities to support the marine leisure, tourism, recreation, heritage and culture sectors.	DLRCC in collaboration with relevant stakeholders
5.5	Support the continued development of Festival and events based Tourism in the County.	DLRCC in conjunction with Fáilte Ireland and the local business community
5.6	Ensure planning policies and practices protect the exceptional heritage of the natural and built environment in the County and promote the highest examples of conservation.	DLRCC in conjunction with the Heritage Council and property owners
5.7	Create and promote new tourism trails centered around food, heritage, marine and ecology, rural and mountain experiences, and various literary and cultural attractions.	DLRCC in collaboration with Fáilte Ireland, and relevant Stakeholders, Dublin Mountain Partnership
5.8	Support and facilitate the development of Dún Laoghaire Harbour as a leading attraction for visitors in the Dublin area.	Dún Laoghaire Harbour Company
5.9	Develop, maintain and market a listing of tourism attractions and events in the County.	DLRCC in conjunction with Fáilte Ireland and Dublinked
5.10	Continue to implement beach cleaning and improvement programmes to maintain and extend Blue Flag status for DLR area beaches.	DLR Municipal Services Department in collaboration with Irish Water and local community
5.11	Review Fáilte Ireland's segmented visitor sectors (5), and develop and promote to relevant sectors as part of DLR Tourism Strategy.	DLR Tourism Working Group in conjunction with Fáilte Ireland

5.12	Promote cycleways as a sustainable tourism option for visitors to access the County.	DLRCC in collaboration with NTA and Fáilte Ireland
5.13	Support proposals for the development of an Irish diaspora centre in Dún Laoghaire, to include an Irish national genealogy centre to facilitate visitors to trace their roots.	DLRCC in collaboration with Department of Arts, Heritage and the Gaeltacht, and Connect Ireland
5.14	Through the use of DLR Design Gallery at Moran Park House, Dún Laoghaire provide a new high-quality, ground floor retail space and second floor workshop spaces to support the Art, Craft & Design Community.	DLRCC

TOURISM WORK PROGRAMME 2017 – 2022 – KEY ACTIONS

Introduction

Dun Laoghaire- Rathdown County Council established a Tourism Working Group which includes key Tourism Sector representatives as well as representatives from the Economic Development and Enterprise Strategic Policy Committee. A key task has been consulting with a wide range of stakeholders and developing a Tourism Strategy and Marketing Plan which is in draft form and will be presented to the Strategic Policy Committee in March. The Draft Tourism Strategy is set in the context of ‘Dublin – A Breath of Fresh Air’ initiative which has given a significant impetus to tourism promotion and the perception of the city and region.

The Draft Tourism Strategy sets out a clear vision and key objectives to drive tourism development across the County from 2017 – 2022. The vision for tourism for Dun Laoghaire Rathdown fits well with the national and regional policy basis. It has at its core, a distinctive proposition to motivate visitors to come, enjoy and explore, make it easy and enjoyable for them to travel and to get around and encounter a choice of readily accessible, unexpected experiences all within easy reach. The aim being for the destination to offer compelling reasons for people to visit, deliver unsurpassed experiences that will motivate people to return and share their positive experiences with their friends, family and online and become enthusiastic promoters of this place.

The Draft Vision for Dun Laoghaire Rathdown:

A highly attractive and accessible tourism destination, steeped in culture and maritime heritage, combining breath-taking coast, inviting villages and towns and Dublin Mountains adventures delivering memorable and distinct experiences for visitors.

Key Objectives

- **Objective 1. Enhance journey, sense of arrival and information at key arrival points to raise awareness of what is on offer to encourage visitors to stay, explore and return**
- **Objective 2. Connect and raise awareness of the network of key visitor experiences from the coast, the mountains, the towns and villages**
- **Objective 3. Develop a suite of signature experiences – activities, products and programmes - to showcase the unique characteristics of the destination, meet the needs of its target markets and substantiate the overall brand proposition**
- **Objective 4. Collaborate with key stakeholders to develop an integrated tourism offer and effectively address key challenges to support the on-going growth and development of the tourism industry.**
- **Objective 5. Implement a new marketing strategy for the DLR proposition leveraging the Destination Dublin brand to enhance awareness of the visitor experiences and attract more tourists to the county**

We have developed the following Work Programme which outlines the actions contained in two key DLR strategies: The DLR Local Economic and Community Plan 2016 – 2021 and the Draft Dun Laoghaire Rathdown Tourism Strategy 2017 – 2022.

These actions will be outlined under the following headings provided by the Department for this statement.

- A. PRODUCT / EXPERIENCE DEVELOPMENT
- B. FESTIVALS & EVENTS
- C. MARKETING AND PROMOTION

A. PRODUCT / EXPERIENCE DEVELOPMENT

Introduction

Dun Laoghaire- Rathdown benefits from its close proximity to Dublin City, and good accessibility by public transport.

It boasts a highly attractive and accessible natural environment with an engrained **coastal and maritime culture** owing to its extensive coastline and there are a variety of attractions and amenities. Visitors can also enjoy more leisurely activities, such as sightseeing, coastal walks and swimming. The scenic *Dalkey Island* is a popular destination among visitors and for those who have an interest in walking and swimming, *Dun Laoghaire Pier, the Forty Foot* and the pristine beaches of *Sandycove, Killiney (Blue Flag), and Seapoint Beach (Blue Flag)* offer a high level of amenity and attract significant numbers of visitors each year.

The county's mountains are a particularly beneficial asset bestowing Dun Laoghaire Rathdown with distinctive character and affording fine views that take in the entire Dublin Bay and city. A number of forest parks are connected by walks and tracks, including Ticknock, Kilmashogue, Tibbradden and Barnaslingan. The uplands are also home to a range of active recreational facilities, including Ticknock Mountain Bike Trail, Zipit at Tibbradden, skiing at Kilternan, climbing at Dalkey Quarry, and the Scouting centre at Tibbradden.

The county is home to a wealth of additional cultural attractions. These include historic properties such as the National Maritime Museum, the James Joyce Tower and Museum, Airfield Estate and Dalkey Castle and Heritage Centre, each of which attracts significant visitor numbers. DLR Lexlcon, the Pavilion Theatre and The Mill Theatre are the primary cultural centres in the county.

DLR LOCAL ECONOMIC AND COMMUNITY PLAN

DLR LECP Objective 5: “Realise Potential of Tourism, Recreation, Heritage and Culture Sectors, and Enhance Links with Diaspora”

Work Programme	Rationale	Key Outputs
Create and promote new tourism trails centered around food, heritage, marine and ecology, rural and mountain experiences, and various literary and cultural attractions.	Increase the level of tourism footfall in the county.	New trail maps promoting the coastal villages and mountains.
Continue to develop the DLR Spring into Heritage' and Summer of Heritage programmes.	The Spring into Heritage and Summer of Heritage programme of events, are a series of Free guided tours run by the Heritage Office of Dún Laoghaire-Rathdown County Council, promoting heritage in the County.	20 events as part of the Spring into Heritage programme. 20 events as part of the Summer of Heritage programme.

Support the Biosphere Programme. Implement a new tours programme based around the coastal waters of Dublin Bay. With tours taking people from Dun Laoghaire to Dublin, Dublin to Dun Laoghaire, Dun Laoghaire to Howth, Howth to Dun Laoghaire.	One of the main goals of every Biosphere is to promote learning. Dublin Bay Biosphere aims to support education and research.	Support the work of the Dublin Bay Biosphere Partnership.
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Draft Dun Laoghaire Rathdown Tourism Strategy 2017 – 2022

Tourism Plan Objective	Rationale	Key Outputs
<p>Objective 2:</p> <p>Connect and raise awareness of the network of key visitor experiences from the coast, the mountains, the towns and villages</p>	<p>Review current way finding structures to identify gaps and opportunities to join the dots to provide a network</p> <p>Carry out analysis of key viewpoints in mountains</p> <p>Map key coastal/ off road /greenway/ cycle links and link with themed experiences / products –</p> <p>Develop attractive and thematic maps/ web based itineraries supported by interpretative journeys on the ground</p> <p>Develop and promote Public transport – LUAS, DART based packages</p> <p>Explore potential for enhanced links between Marlay Park & Dundum; Dalkey and Killiney, Shankill and Dublin Mountains Way, link / awareness of Wicklow Way, and link to Dodder Greenway</p>	<p>Orientation Audit, considering accessibility, Way finding and visitor interpretation / signage.</p> <p>Develop new Maps and Trails linking key destinations.</p> <p>Thematic maps/ web based itineraries and signage at focal points to aid interpretation.</p> <p>Provide viewing point with vista interpretation, and local information or links/ seating etc</p>

Tourism Plan Objective	Rationale	Key Outputs
<p>Objective 3 Develop a suite of signature experiences – activities, products and programmes to showcase the unique characteristics of the destination, meet the needs of its target markets and substantiate the overall brand proposition</p>	<p>Create a Signature Experience – Urban Splash! based on opportunities to find out about, participate in and enjoy activities in, on and beside the water.</p> <p><i>Create a Signature Experience that bring to life the language imbued in the landscape, the texts of the place, a focus on the writing and not just the writers – Between the Lines based on opportunities to delve deeper into the literary heritage of the area</i></p> <p><i>Create a Signature Experience – Well Worth the Climb - based on opportunities to access high-energy routes through the uplands, enjoy great views and good food to fortify and reward the effort</i></p> <p><i>Within the context of– Well Worth the Climb – based on opportunities to access high-energy routes through the uplands, enjoy great views and good food to fortify and reward the effort explore potential for supporting services which showcase the distinctiveness of this particular experience</i></p>	<p>Improved signage & access at key points Water Based Signature experiences for visitors Report on potential for water based activity/ new centre</p> <p>Urban Splash Visitor maps</p> <p>Improve “walk-in” access /information to water activities at key locations</p> <p>Explore potential for ‘packages of water activities’ focused to audiences,</p> <p>Explore potential for a new Water Sports Centre</p> <p>Develop a Heritage Interpretation plan</p> <p>Produce Between the Lines Interpretative information and trails focussed on literary Heritage</p> <p>Develop themed / looped walking trails – archaeology, wildlife, mountain living etc.</p> <p>Profile new walking links between Glencullen/Kiltiernan & Dublin Way Explore potential to develop/ promote Shankill as a gateway to Dublin Mountain Way.</p> <p>Explore potential to develop multi-activity curated experiences: ski & swim, zip and dig, boulder & run...</p>

B. FESTIVALS & EVENTS

Introduction:

This section sets out the key festivals and events and plans for 2017 – 2022 for Dun Laoghaire- Rathdown;

The calendar of events in Dun Laoghaire- Rathdown includes both events of national stature down to smaller specialised or local events showcasing local activity. The DLR Mountains to Sea Festival, Dalkey Book Festival and Library Voices are the largest cultural events in the county, and complement the Spring into Heritage and the Summer of Heritage events programme run by the Heritage Office of Dun Laoghaire-Rathdown County Council.

Other large scale events held in the county include racing at Leopardstown, including the Leopardstown Racing Festival, concerts in Marlay Park including Longitude and the Beatyard festival in Dún Laoghaire.

Sporting events have contributed significant visitor numbers to the county. Sailing has provided large attendances from the range of events held each year, including the biennial Volvo Dublin Regatta which returns to the county in 2017. The Curtis Cup in golf was held at Dún Laoghaire Golf Club in 2016. Belfield is the home of Irish hockey and has held many international competitions, including the International Hockey Federation Champions Challenge in 2011.

DLR LOCAL ECONOMIC AND COMMUNITY PLAN

DLR LECP Objective 5: “Realise Potential of Tourism, Recreation, Heritage and Culture Sectors, and Enhance Links with Diaspora”

Action	Rational	Key Outputs
Support the continued development of DLR Festival and events annual programme.	Continue to make DLR an attractive place to visit Support the development of local festivals to attract tourism footfall to the county.	Implement a programme of 8 flagship public festival / events. Explore the possibility of new events.
Support the development of the Bloomsday Festival in Dun Laoghaire	Support the development of local festivals to attract tourism footfall to the county.	Work with Failte Ireland to attract visitors from Dublin to Dun Laoghaire on June 16 th
Implement the Mountains to Sea, dlr Book Festival	Build on the Literary and Cultural experience of the county, with its world famous authors and poets. Support the development of local festivals to attract tourism footfall to the county.	Develop and implement an ambitious programme of festival events in the county.

Draft Dun Laoghaire Rathdown Tourism Strategy 2017 – 2022

Tourism Plan Objective	Rationale	Key Outputs
<p>Objective 3 Develop a suite of signature experiences – activities, products and programmes to showcase the unique characteristics of the destination, meet the needs of its target markets and substantiate the overall brand proposition</p>	<p><i>Between the Lines</i> – Develop projects and programming that bring to life the language imbued in the landscape, the texts of the place, a focus on the writing and not just the writers <i>promote a programme of festivals and events and supporting services which showcase the distinctiveness of this particular experience</i></p> <p>Within the context of Urban Splash! promote opportunities to learn about the marine environment</p> <p>Within the context of Urban Splash! promote a programme of events, festivals and supporting facilities which showcase <i>the distinctiveness of this particular experience</i></p>	<p>Build on and develop the Mountains to Sea festival with some outdoor festival activities throughout the county.</p> <p>Develop a Cultural or Creativity Showcase linking with IADT/ Arts/ Theatres</p> <p>Develop guided and self- guided coastal walks at key points</p> <p>Report/ Work with partners scoping potential for Biosphere Centre, wildlife viewing points, walks and Tours</p> <p>Develop Boutiques Between the Lines themed events – business led.</p> <p>Promote synergies between retail offer, the food experience and bespoke events & readings, signings, performance /venues and attractions and museums</p> <p>Promote key Sailing events calendar & wider visitor offer to Dun Laoghaire</p>

C. MARKETING & PROMOTION

Introduction:

This section sets out the key proposals for marketing and promotion of tourism in Dun Laoghaire Rathdown for 2017 – 2022.

Dún Laoghaire -Rathdown County Council supports Failte Ireland and the Grow Dublin Tourism Alliance work on international tourism promotion.

Currently, the Economic, Community and Cultural Development Department supports Tourism Promotion work including providing business supports to tourism providers along with relevant, training, and networking events, and liaising with Fáilte Ireland’s Dublin Coordinators and other Dublin Local Authorities. The Council funds the management and operation of the DLR Tourist Information Office, which handles up to 1,000 walk-in queries per month and also manages the www.dlrtourism.ie website. The website is a key platform for promoting tourism.

The Council also funds a range of other initiatives, such as way-finding signage, networking activities for tourism providers and on-going localised marketing and promotion.

DLR LOCAL ECONOMIC AND COMMUNITY PLAN

DLR LECP Objective 5: “Realise Potential of Tourism, Recreation, Heritage and Culture Sectors, and Enhance Links with Diaspora”

Action	Rational	Key Outputs
Develop a new DLR Tourism Strategy and Marketing plan. 2017 - 2022	Provide a coordinated and strategic approach to developing Tourism in the county	Production of a Tourism Strategy Document.
Development of Tourist Information Office / Services in Dun Laoghaire Rathdown	Provide tourists with information on local services and attractions	Development of new tourism Kiosk. Provision of information services to 1,000 people per month.
Produce Dun Laoghaire- Rathdown Diaspora Report / Strategy	Develop our understanding of the DLR Diaspora. Where are they? And what do they want to know about DLR?	Develop a DLR Diaspora research report. Develop a Diaspora Action Plan.
Contribute to the development and implementation of “Dublin - A breath of fresh air” campaign.	Work in collaboration with Failte Ireland to market Dublin overseas as a place to visit.	Provide resources for the annual marketing campaign.
Contribute to the Dublin "its what happens in between" campaign.	Work in collaboration with Failte Ireland to market Dublin overseas as a place to visit.	Provide resources for the annual marketing campaign.

Draft Dun Laoghaire Rathdown Tourism Strategy 2017 – 2022

Tourism Plan Objective	Rationale	Key Outputs
<p>Objective 1. Enhance journey, sense of arrival and information at key arrival points to raise awareness of what is on offer to encourage visitors to stay, explore and return</p>	<p>Working with key partners, develop a co-ordinated approach to communicating ease of access to Dun Laoghaire-Rathdown coast and mountains to visitors to Dublin</p> <p>Working with key partners, work to develop themed and co-ordinated visitor information online and at key points of orientation and or close to key points of arrival</p> <p>Implement a new marketing strategy for the DLR proposition leveraging the Destination Dublin brand to enhance awareness of the visitor experiences and attract more tourists to the county</p>	<p>Marketing and Communication Plan aligned with and leveraging Destination Dublin</p> <p>Develop visitor information and content both online and in key locations.</p> <p>Develop visitor information and orientation points at all identified arrival points.</p> <p>Marketing and Communication Plan aligned with and leveraging Destination Dublin using– Urban Splash!, Between the lines, Worth the Climb.</p>
<p>Objective 4: Collaborate with key stakeholders to develop an integrated tourism offer and effectively address key challenges to support the on-going growth and development of the tourism industry.</p>	<p>Collaborate with key stakeholders to develop an integrated tourism offer</p> <p>Explore potential to develop a cohesive visitor support services network.</p> <p>Work with partners to develop a robust data collection, market intelligence and impact assessment system</p> <p>Harness the power of technology to deliver timely, accurate travel, product and experience information</p>	<p>Tourism Working Group /Visit DLR Forum established to support implementation of Strategy and on-going growth of sector.</p> <p>Explore the possibility of Capital Grants investment to address key barriers and support in delivering key opportunities.</p> <p>Explore Apps and Website Development where resources allow.</p>
<p>Objective 5 Implement a new marketing strategy for the DLR proposition leveraging the Destination Dublin brand to enhance awareness of the visitor experiences and attract more tourists to the county</p>	<p>Support the development of a long term tourism strategy for the Dublin region which addresses key barriers and challenges and helps to ensure that the region is well placed to grow as a Tourism Destination</p> <p>Work with partners to develop a robust data collection, market intelligence and impact assessment system</p>	<p>Destination Dublin Plan and Vision – scope potential for longer term plans</p> <p>Access Capital Grants investment to address key barriers and support in delivering key opportunities.</p> <p>Report and make recommendations for improving data collection and analysis of results across the region.</p>

MONITORING AND REVIEW

The work programme has been developed based on the objectives of the LECP and the County Development Plan 2016 – 2022. The work Programme includes both LECP objectives and objectives from the Draft Tourism Strategy for Dun Laoghaire Rathdown which will be considered by the Economic Development and Enterprise Strategic Policy Committee on 28th March before being considered for approval by full Council.

Quarterly updates will be provided to the Strategic Policy Committee and as part of the Annual Plan to Council. In addition, a key proposal will be to develop a forum for engagement with key tourism sector representatives to support the implementation of the Strategy when approved and monitor progress.

Central to the monitoring is the issue of coordination with Fáilte Ireland in communication and promotion and evaluating the success of key initiatives such as Destination Dublin. Another key requirement will be to explore and develop the approach to data gathering and dissemination by tourism providers within Dun Laoghaire Rathdown so maximise awareness of the extent of tourist activity in our county.

Monitoring of the organisation of tourism will provide the benefits of networks, coordination between partners and the development of our common goals.

Monitoring and evaluation as part of the LECP, particularly in relation to the presentation to the elected members.

The following structures and processes have been established in Dun Laoghaire Rathdown to support monitoring and review of the DLR LECP and Tourism actions:

- DLRCC has established an Advisory Implementation Group to support implementation and monitoring of the DLR LECP actions.
- Progress reports are presented to both the DLR Local Community Development Committee and the Economic Development & Enterprise Strategic Policy Committee of Dun Laoghaire Rathdown County Council.
- An annual report on implementation of LECP actions is produced and submitted to DLR LCDC, SPC's and DLRCC.
- A DLR Tourism Steering Group has been established to oversee the development of the DLR Tourism Strategy and Marketing Plan.
- Progress reports on the implementation of the DLR Tourism Strategy and Marketing Plan are submitted to the Economic Development & Enterprise Strategic Policy Committee of Dun Laoghaire Rathdown County Council.
- Progress made on the DLR Tourism Strategy and Marketing Plan will be included in the annual report of Dun Laoghaire Rathdown County Council.