

Dún Laoghaire Rathdown

Tourism Strategy 2024-2028



Dún Laoghaire Rathdown



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An Cathaoirleach, Cllr. Denis O Callaghan:

I am delighted as Cathaoirleach to welcome this ambitious new Dún Laoghaire-Rathdown Tourism Strategy 2024 – 2028.

Dún Laoghaire-Rathdown is best known for its picturesque coastal area and stunning landscapes but is also renowned for its historic sites and vibrant cultural scene, all of which combine to attract a substantial number of domestic and international visitors annually. This plan sets out a roadmap to grow the number of visitors and length of stay while safeguarding the County's natural and built heritage, unique culture, and rich biodiversity.

Tourism serves as a catalyst for economic growth, cultural appreciation, and community development in the County. By promoting local festivals, crafts, and cultural events, tourism contributes to the sustainability of our creative industries, encourages the growth of small businesses while also enhancing the quality of life for local communities.

This Plan has been developed following significant engagement with key tourism stakeholders across the County. My thanks to all who contributed whether by filling in a survey, attending a workshop, agreeing to be interviewed or by providing a written submission. These contributions have enriched the strategy and ensures that it reflects the views, experiences and ambitions of our tourism businesses and local community.

I look forward to seeing the progress over the period of the Plan in delivering measurable actions towards achieving its goals.



Chief Executive, Mr. Frank Curran

Economically, tourism stands as a cornerstone, generating €126 million in revenue annually and supporting over 3,000 tourism-based jobs in the County through various channels such as accommodation, attractions, dining, and entertainment. Beyond its economic effectiveness, tourism acts as a bridge for cultural exchange, fostering interaction between visitors and locals, and enriching Dublin's cultural scene with diverse perspectives. Dún Laoghaire-Rathdown has a key role to play within the Dublin region in leaving a lasting impression on visitors, one that will encourage repeat visits and longer stays.

This new Tourism Strategy for Dún Laoghaire for the years 2024 – 2028 outlines our commitment to lead the development of tourism services and supports in our county over the next five years. This document provides a road map for how we will work with local Stakeholders and key tourism agencies and organisations over the next five years. Together we will progress a range of key opportunities to grow the number of tourism businesses and jobs in Dún Laoghaire-Rathdown.

Dún Laoghaire-Rathdown is well positioned to increase the number of visitors to our county with a range of strategic assets including our magnificent coastline and coastal villages, amazing access to the Dublin mountains, and a range of nature-based experiences.

Through recent developments – the dlr LexIcon, Dún Laoghaire Baths, various museum enhancements, new trails including the Coastal Mobility Route, and supporting hospitality facilities – the County has a significant opportunity to develop and capitalise on the wider tourism offering.

I extend my gratitude to all who contributed to the development of this strategy, and I am confident that together we can deliver a new era for tourism in Dún Laoghaire-Rathdown, celebrating our distinctive assets, ensuring a legacy of responsible and vibrant tourism experiences, with associated local economic impacts.

Dún Laoghaire Rathdown

Tourism Strategy 2024-2028



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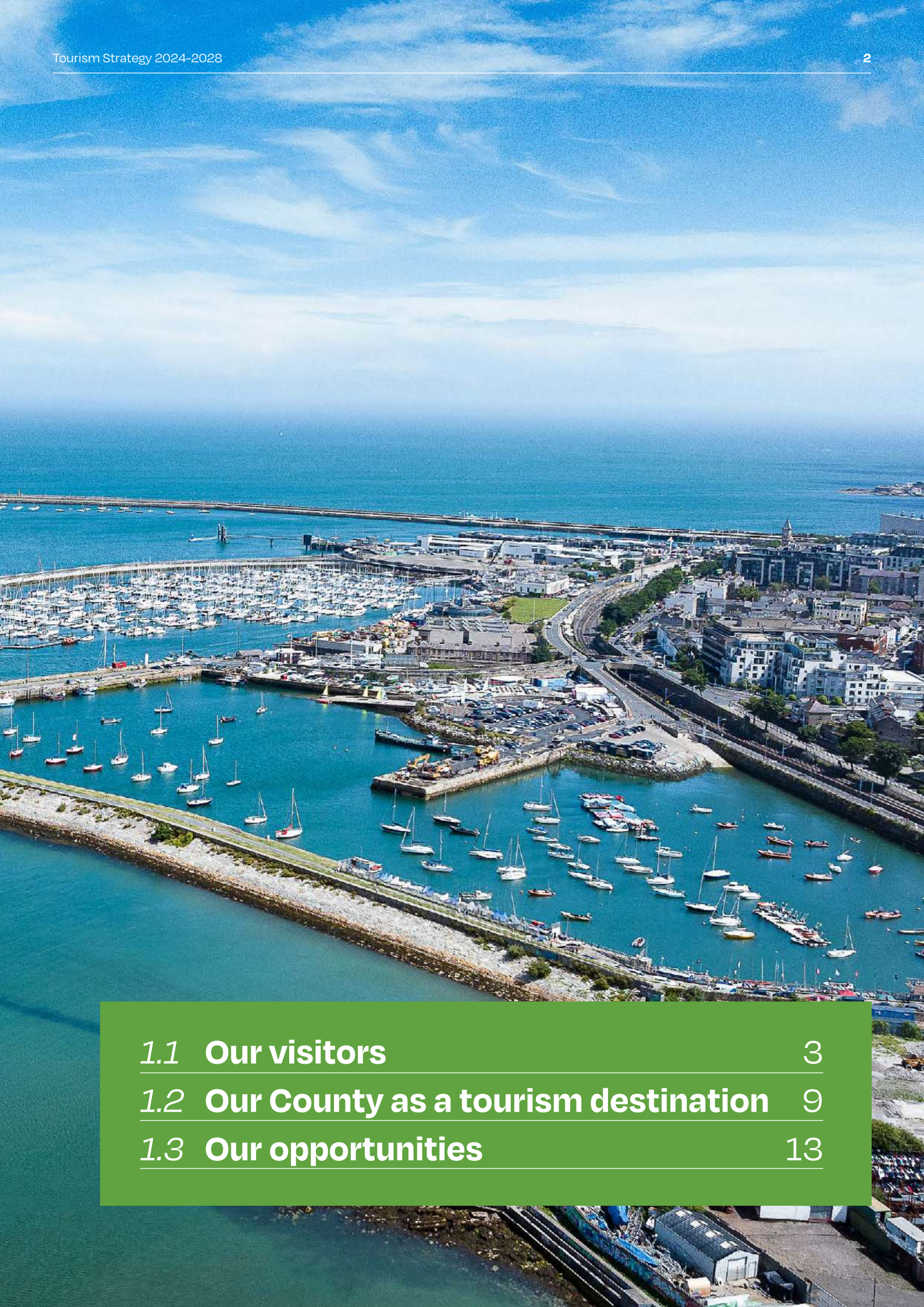
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Introduction





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1.1 Our visitors

Economically, tourism stands as a cornerstone, bringing substantial revenue into the local economy through various channels such as accommodation, attractions, dining, and entertainment. Beyond its economic effectiveness, tourism acts as a bridge for cultural exchange, fostering interaction between visitors and locals, enriching Dublin's cultural scene with diverse perspectives. Dún Laoghaire-Rathdown has a key role to play within the Dublin region in leaving a lasting impression on visitors – one that will encourage repeat visits and longer stays.



The [Dublin Regional Tourism Development Strategy 2023-27 \(RTDS\)](#), published by Fáilte Ireland in February 2023, is a roadmap for the tourism industry in the region. A focus of the strategy is to achieve a greater spread of tourism and the socio-economic benefits of tourism throughout the region, through "*a greater focus on the development of tourism along the coast and in the mountains...*". This renewed emphasis on the coast and mountains plays to Dún Laoghaire-Rathdown's strengths, creating significant opportunities for the Council, tourism businesses and local communities in the County.

Before the pandemic, Dublin received 6.6 million overseas tourists, 75% of whom were first-time visitors. These visitors spent €2.2 billion, creating long-lasting memories across the Dublin region, often venturing to other parts of the country and contributing to the spread of economic benefits. Additionally, 2.1 million tourists from across Ireland visited Dublin region, spending €391 million. Domestic visitors, including local visitors and those travelling throughout the island of Ireland, are increasingly important as a market, as their visits result in a lower environmental impact than those of visitors from overseas, and are more likely to take place throughout the year, thus addressing issues of seasonality.



6.6 million

Before the pandemic, Dublin received 6.6 million overseas tourists...



€2.2 billion

These visitors spent €2.2 billion, creating long-lasting memories...



2.1 million

Additionally, 2.1 million tourists from across Ireland visited Dublin region..



€391 million

...spending €391 million.



An aerial photograph of a coastal area. In the foreground, there is a parking lot with several cars parked. To the right, a large, modern building with a flat roof is situated on a rocky shore. A paved walkway leads from the parking lot towards the building. In the background, there are more buildings, including a large white building with a red roof, and a body of water with a marina. The sky is blue with some clouds.

“to retain existing markets and diversify into new high yield markets/segments with a key objective to drive consideration and booking of longer stays”

In terms of a strategy for international visitors, the markets for the Dublin region can be considered the same as those for Dún Laoghaire Rathdown. The RTDS indicates that the strategy for international visitors is “to retain existing markets and diversify into new high yield markets/segments with a key objective to drive consideration and booking of longer stays”. Existing markets include Britain, mainland Europe (mainly Germany and France) and the USA. Higher-yield international segments include luxury tourism, golf tourism and business tourism.

DLR tourism's contribution to the local, regional and national economy

Tourism in Dún Laoghaire Rathdown





€126m

Generates €126 million revenue annually.



3,402

Supports 3,402 jobs based on this revenue.



€189m

Contributes €189 million to the economy, when combining indirect and induced benefits.



€29m

Contributes €29 million to the Irish exchequer annually.



€315m

Has a total impact of €315m (when the indicative direct visitor revenue is combined with the indirect and induced benefits from tourism expenditure within Dún Laoghaire-Rathdown).

1.2 Our County as a tourism destination

Tourism plays a crucial role in Dún Laoghaire-Rathdown, contributing significantly to the local economy, cultural enrichment, and overall development of the region. The region is traditionally defined by its two greatest assets:

the mountains



the sea



As such, it is most known for its picturesque coastal area and stunning landscapes but is also renowned for its historic sites and vibrant cultural scene, which attract a substantial number of domestic and international visitors annually. The County's distinctive character emerges through its traditional and contemporary experiences, which makes the area suitable and attractive for local gatherings and cultural exchanges.

Through recent developments – the dlr Lexlcon, Dún Laoghaire Baths and various museum enhancements, new trails including the Coastal Mobility Route, and supporting hospitality facilities – the County has a significant opportunity to develop and capitalise on the wider tourism offering.

The visitor economy also encourages the conservation and maintenance of historical sites, ensuring the accessibility of the County's rich heritage for future generations. By promoting local arts, crafts and cultural events, tourism contributes to sustainability of creative industries and encourages the growth of small businesses. Tourism serves as a catalyst for economic growth, cultural and community development in the County.

“...it is most known for its picturesque coastal area and stunning landscapes but is also renowned for its historic sites and vibrant cultural scene...”

Dublin Context



Skerries

Malahide

Dublin

Dún
Laoghaire
Rathdown

Wicklow
Mountains



1.3 Our Opportunities



"By 2025, it is projected that tourism will continue to grow through both international and domestic visitor numbers, surpassing previous peak high reached in 2019. It is forecast that international-visitor numbers will grow at a faster rate relative to domestic-visitor numbers."



Dún Laoghaire-Rathdown is a county of many opportunities. While the county has long been an attractive area for local and international visitors, post-pandemic shifts in tourism have made its varied outdoor offering increasingly important.

By 2025, it is projected that tourism will continue to grow through both international and domestic visitor numbers, surpassing previous peak high reached in 2019.

It is forecast that international visitor numbers will grow at a faster rate relative to domestic visitor numbers. An effective tourism strategy will accommodate and attract higher numbers of tourists while helping to foster sustainable growth and development. By diversifying the visitor economy, enhancing visitor infrastructure, and elevating the County's reputation, tourism will play an increasingly important role in the economy of Dún Laoghaire-Rathdown, and in turn of the Dublin region.

Several market insights identified through research (overleaf) reveal why this is the right time to propel the County's tourism sector forward.

Insights

Adventure and active tourism continue to be in high demand, with cycling and hiking ranking as top outdoor activities. Physical and mental wellbeing have now become important reasons for travel, and outdoor activities have a key role to play in incentivising and facilitating this.

Holidays close to home remain popular due to the rising cost of living, to security advantages, and to environmental concerns.

As people seek to fully immerse themselves in a destination (through local food, culture, people), the need for customisation and authenticity remains robust.

Technology, and the speed by which consumers can access and book experiences, is increasingly important for hospitality, activities, and experiences.

Combining business and leisure (bleisure) travel is on track to take over traditional business travel.

Implications for tourism

DLR can further develop activities and facilities throughout the Dublin Mountains.

The county's active transport network has the potential to provide enhanced access to parks, coast, and mountains. Further enhancements are required to provide more sustainable linkages to recreation hubs, thereby increasing the appeal for visitors.

Iconic coastal locations facilitate coastal access. There are opportunities for alternative accommodation (camping, glamping, motorhomes) in appropriate locations.

Domestic tourists are important to the tourism economy of DLR. The strategy should focus primarily on encouraging residents from Dublin to explore DLR's offering (these visitors are likely to be same-day visitors), followed by Irish residents (same-day, with the potential to stay overnight in the county).

There is scope to enlarge our festivals and heritage-programmes offering throughout the year, targeting a wide range of visitors; to capitalise on the County's local food offer; and to develop the audience for our unique, local gardens, parks and attractions.

Continued adaptation to technology within the County's tourism sector is important, including provision of more bookable and accessible experiences and attractions. It is also important to increasingly enable seamless navigation of the County through improved wayfinding.

An exceptional coastal and mountain-based activity offering provides the opportunity to encourage business visitors to stay longer, albeit with the need for enhanced conference facilities to facilitate growth of this sector in the County.



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Context for Tourism





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2.1 A County snapshot – SCOT analysis



Strengths

Good transport network and infrastructure, with a well-integrated transport system connecting the County with the city centre and North Dublin through rail, road and sea, with plenty of additional forest trails and country roads.

Large number of green spaces, including high-quality parks, gardens and trails used for recreation and excellent supporting infrastructure.

Coastal and mountain natural assets, with picturesque views from the Dublin Mountains or the shoreline along the County's coast.

Outdoor activities on land and water, such as a growing range of mountain-based and water-based activities.

Dense cluster of historic towns and villages, which offer a wide range of traditional and international food and drink establishments that are highly integrated within the County's tourism offering.

Wide range of natural and built attractions, which include traditional and contemporary buildings transformed into visitor centres, museums or gathering spaces.

Good seasonal events programme offering, e.g., music, food and heritage festivals, sailing and horse racing.





Challenges

Poor connectivity within the County's borders. For example, horizontal travel (east-to-west and vice versa) and travel between public transport hubs and the mountains is limited and inefficient.

Night-time economy, with limited offering and availability of late-night bars, pubs and clubs.

Ancillary services such as accommodation offering are limited mainly to hotels and do not cater to a diverse range of preferences, Facilities around the rural (Dublin Mountains) areas of the County are also limited.

Impact of Airbnb legislative changes on available visitor-accommodation stock.

Need for enhanced wayfinding and information to support visitors in their orientation, understanding and navigation.

Lack of tourism data such as visitor numbers and spend leads to limited measurement of the sector's performance.

Insufficient awareness of the County to attract target-market visitors.

Seasonality, as the tourism offering is primarily during summer months (through events and festivals), with the off-season offering needing attention and further development.



Opportunities

Provide new and compelling bookable experiences, including regionally significant destination 'hooks'.

Enhance existing experiences that capitalise on built-heritage assets (e.g., Marlay House, The Oratory) and natural heritage (mountain biking, watersports).

Encourage the provision of new hotel accommodation, and new types of accommodation (camping and motorhomes) in suitable locations.

Encourage business tourism infrastructure (linked to accommodation development), building on DLR lifestyle and experiences.

Stimulate a more vibrant night-time economy in key urban areas.

Market and promote DLR food offer, e.g., food along the coast, food in towns and villages, the Dalkey Lobster Festival, and markets.

Incentivise new, compelling and significant festivals and events: capitalising on accessibility, hosted in urban hubs to leverage local benefit and enhance experience in shoulder seasons (Spring and Autumn).

Capitalise on accessibility to Dublin's city centre and easy navigation (to and from buses, LUAS and DART stations).

Pursue further Greenway development, with continued development of the County's greenway network to facilitate sustainable access.

Develop walking/bus tours and trails that support the County's heritage and scenery which are linked to other attractions.

Implement 'smart tourism' initiatives, such as smart bins, live bus times at all bus stops and use of AR technologies to develop apps for virtual walks and experiences.





Threats

Visitor volume focused along the County's coast. The majority of visitors to the County come to coastal towns and villages during their visit, rather than to other areas of the County.

Environmental issues. High volumes of visitors could have a negative impact on the County's flora and fauna (e.g., Killiney Hill). Also, growth of the cruise sector needs to be carefully managed into the future.

Noise pollution associated with an increase in visitor numbers and tourism activity, such as music events, can have a negative impact on local communities and on tourists themselves.

Indistinguishable County borders and brand in that the County does not have clearly defined borders in visitors' minds, and hence its brand, messaging, and marketing efforts do not resonate with tourists.

Competition from other destinations offering similar experiences and pursuing the same market segments.

Low tourism volume in off-peak times because of a limited events programme and tourism offering.



2.2 SCOT insights *what does it mean?*

The SCOT analysis has evaluated the strengths, challenges, opportunities, and threats related to tourism in the County. This information will be utilised to guide the ongoing enhancement and expansion of the County's visitor attractions, visitor retention strategies, and overall delivery of tourism projects.

Dún Laoghaire-Rathdown currently lacks nationally significant bookable experiences: **destination hooks** that can motivate visitors to spend time in the County. This could take the form of attractions or activities, being located either on the coast, near mountains or in areas in between. While other counties have access to the mountains, there is no other county in Ireland that has a harbour of similar scale. This is a key differentiator for the County, with the harbour and wider coastal area having potential to become a nationally significant destination, with a range of attractions and activities. The mountains offer a range of attractions, with the potential to be a nationally significant mountain-biking destination; however, enabling better access is key to this opportunity, along with protection of the natural environment.

Due to existing connectivity challenges, the County should prioritise the **creation and promotion of sustainable connections** between its cultural and natural landmarks, aimed at increasing visitors' duration of stay and expenditure. Connections between these attractions and experiences should prioritise active transport modes (biking, hiking, walking). Enhancing ease of movement between the County's coastal and mountainous regions not only makes the County more accessible for visitors but also facilitates **seamless exploration across the County**, thereby strengthening its adventure-tourism and green-tourism offerings. These practices would bring substantial revenue into the local economy through job creation in various tourism and hospitality businesses, higher occupancy rates in visitor accommodation and better visibility of the County's brand.



“The County should actively promote the diversification and development of its accommodation offering...”

The County should actively promote the **diversification and development of its accommodation offering**, encompassing both classic options, such as hotels, and modern preferences, such as motorhome parks and designated camping areas. This strategic move is aimed at positioning the County as an all-encompassing destination for both local and international visitors, effectively establishing it as a central hub that continually draws people back for return visits. Similarly, **upgrades to public spaces**, such as the development of waterfront and rural parks, walkways, and public places, contribute to a more dynamic County that attracts visitors with its vibrant look and appeal.

By tapping into the potential of the **night-time economy**, the County can cultivate a dynamic and lively atmosphere for tourists, which will increase its appeal. This multifaceted approach not only enhances the County's competitiveness but also provides crucial support for local businesses, all while raising the awareness of the County's tourism brand and offering, ultimately extending visitors' duration of stay.

The County should investigate the integration of **Smart Tourism initiatives**, such as augmented reality (AR). At a local level, applying these initiatives to such activities as guided walks and museum visits aims to enrich visitor experience by offering visitors the chance to engage with Dún Laoghaire Rathdown's attractions even during off-season periods, also benefiting those with limited mobility, such as the elderly. All attractions and experiences should strive to be **universally accessible**. Furthermore, greater adoption of technology would help foster stronger collaboration between tourism enterprises and the County Council, leading to a cohesive branding strategy and the effective promotion of Dún Laoghaire Rathdown's identity.

03

Strategic Framework







3.1 Our ambition for tourism

Our ambition is to develop an attractive and accessible tourist destination where visitors are given the opportunity to seamlessly explore the County's rich history and immerse themselves in the local culture. By enhancing the current offering in night-time, water-based and mountain-based activities offer, the County will increase its appeal to local, domestic and international visitors. Local communities will play an integral part in delivering tourism services in the County as we aspire to create a more inclusive, innovative, and creative environment defined by its green spaces and vibrancy.



CORNER NOTE Café



Vision

An aerial photograph of a body of water with several people on kayaks and one person on a surfboard. The water is a deep blue color, and the kayakers are leaving white wakes behind them. The overall scene is active and recreational.

DLR 2028 vision: By 2028 Dún Laoghaire-Rathdown will be increasingly perceived as a connected and immersive destination, offering enriching and unique experiences along our dynamic coast, in the depths of the Dublin Mountains and in our attractive villages and friendly towns.

Strategic Priorities

<p>SP1 – Create inspirational experiences and thrilling adventures</p> <p>Create compelling bookable experiences that contribute to awareness of Dún Laoghaire–Rathdown’s tourism offering to domestic and international visitors. These actions will promise unique and memorable moments, highlighting the region’s distinctiveness, encouraging immersion in its heritage, fostering community engagement, and creating a platform for storytelling.</p> <p>With adventure and active tourism becoming increasingly popular among visitors, activating the mountains and opening up the coast will set Dún Laoghaire–Rathdown apart as Dublin’s premier outdoor destination.</p>	<p>Objective 1.1: Open up the coast.</p> <p>Objective 1.2: Activate the mountains.</p> <p>Objective 1.3: Enhance existing experiences, particularly those based on the County’s built and cultural heritage.</p>
<p>SP2 – Connect the dots</p> <p>Enhance physical connections between the County’s attractions and activities located at the coast, in the mountains and all those in between.</p>	<p>Objective 2.1: Improve mobility between the coast and the mountains.</p> <p>Objective 2.2: Provide clear and accessible information and wayfinding.</p>
<p>SP3 – Encourage longer stays</p> <p>Harness the County’s inherent richness in culture, from its towns and villages to its people and stories, to captivate visitors and encourage them to stay longer in Dún Laoghaire–Rathdown.</p>	<p>Objective 3.1: Support the development and retention of visitor accommodation.</p> <p>Objective 3.2: Create more vibrant towns and villages, both during the day and at night.</p> <p>Objective 3.3: Support the growth of business tourism within the County.</p>
<p>SP4 – Manage our destination</p> <p>Position the County as an increasingly resilient and dynamic visitor destination through a focus on climate action, accessibility, innovative marketing, fostering partnerships, and underpinning policy and investment decision-making with robust data-collection and analysis to capitalise on opportunities and mitigate against threats to the growth of the sector.</p>	<p>Objective 4.1: Position DLR as an exemplar of sustainability and climate action.</p> <p>Objective 4.2: Activate innovative marketing and promotion of the county’s assets.</p>

04

Strategic Priorities





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SP2	Connect the dots	41
SP3	Encourage longer stays	43
SP4	Manage our destination	47

Glossary

DLRCC - Dún Laoghaire-Rathdown County Council

SDCC – South Dublin County Council

FCC – Fingal County Council

DCC – Dublin City Council

WCC – Wicklow County Council

DMP – Dublin Mountains Partnership

FI – Fáilte Ireland

NTA – National Trails Office

DPO – Dublin Port






Timelines

Short: 1-2 years

Medium: 3-4 years

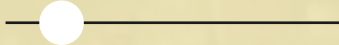


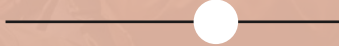

Long: 4-5 years+





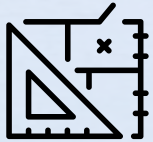



Ongoing: strategy lifetime

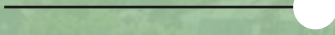
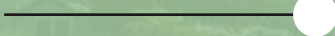
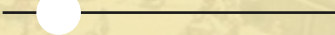
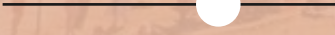
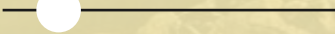
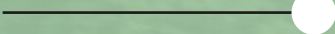
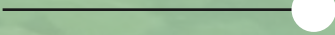

	Action	Lead	
<i>Objective 1.1: Open up the coast</i>			
11	Support the development and implementation of a DLR Harbour Masterplan , including development of the National Watersports Campus.	DLRCC Harbour	
12	Investigate the opportunity to construct a new accessible berth for leisure-craft access on the East Pier , with opportunity for harbour/bay tours and cruises.	DLRCC Harbour	
13	Seek to develop water-based recreational infrastructure with an opportunity for outdoor public events and consider opportunity for floating swimming area.	DLR Harbour	
14	Enhance DLR Harbour piers heritage buildings including undertaking best-practice conservation and restoration of the East Pier battery (The conservation and restoration process will require the provision of improved access, new or improved toilet facilities, all necessary interpretation resources, and high-quality café facilities); exploring future use of the lighthouse keeper's cottage on the West Pier of DLR harbour; and seeking to acquire the historic lifeboat station building.	DLR Harbour	
15	Investigate opportunity to acquire and restore historic ships/boats and use them as heritage assets and permanent visitor attractions based in the harbour to complement the exhibits and events offered by the National Maritime Museum of Ireland.	DLR Tourism	







SP1 – Create inspirational experiences and thrilling adventures.

Aim: Creation of compelling bookable experiences that contribute to awareness of Dún Laoghaire-Rathdown’s tourism offering to domestic and international visitors. These actions will promise unique and memorable moments, highlighting the region’s distinctiveness, encouraging immersion in its heritage, fostering community engagement, and creating a platform for storytelling. With adventure and active tourism becoming increasingly popular among visitors, activating the mountains and opening up the coast will set Dún Laoghaire-Rathdown apart as Dublin’s premier outdoor destination.

Support	Timeframe	KPI
DLRCC Departments. Fáilte Ireland. Local stakeholders	Short-medium 	DLR Harbour Masterplan supported.
DLR Tourism	Medium-long 	New accessible berth for leisure craft access on the East Pier developed.
DLR Tourism	Medium-long 	Opportunity considered for developing outdoor recreational infrastructure in the harbour.
DLR Tourism	Medium-long 	DLR Harbour Heritage buildings conserved and restored, with enhanced visitor access and interpretation.
DLR Tourism DLR Heritage	Medium-long 	Feasibility assessment of opportunity to acquire historic ships for DLR Harbour, followed by targeted acquisition if deemed feasible from an economic, operational and governance perspective.

	Action	Lead
Objective 1.1: Open up the coast (continued)		
1.6	Prepare a Coast and Beaches Visitor Experience and Services Plan , review the opportunities for enhanced recreational facilities at key swimming and coastal locations in the County, with a focus on reuse of existing structures, improved access from key towns and villages, and development of a DLR Blueway.	DLR Tourism 
1.7	Support the continued development of the Dublin Coastal Trail in future phase rollouts and in any interconnected projects.	DLR Tourism 
1.8	Identify opportunity for a permanent, stand-out visitor attraction in a coastal location , in the context of the DLR Harbour Masterplan, where such development would complement already existing attractions. For example, a big wheel, viewing tower or balloon, or similar.	DLRCC Harbour 
1.9	Support the progression of new water-sports facilities at Killiney Beach.	DLRCC Tourism 
1.10	Enhance the area between the Dún Laoghaire Baths and the East Pier , possible enhancements including renovation of the East Pier's accessible toilets, which would be associated with a café concession.	DLRCC Architects 
Objective 1.2: Activate the mountains		
1.11	Support Fáilte Ireland in the development and implementation of a Dublin Mountains Destination Experience Development Plan (DEDP).	Faite Ireland 
1.12	Enhance the Dublin Mountains Way through an increase in the proportion of off-road trails , subject to landowner consent and environmental capacity.	Dublin Mountains Partnership 
1.13	Support implementation of Dublin Mountains Partnership Strategic Plan , to include actions related to Dublin Mountains makeover, sustainable access, recreation hubs (e.g., Fernhill, Marlay Park, Ticknock), visitor management, off-road trails and communication/awareness.	Dublin Mountains Partnership 

	Support	Timeframe	KPI
	<p>DLR Harbour Fáilte Ireland</p>	<p>Ongoing</p> 	<p>Coast and Beaches Visitor Experience and Services Plan prepared.</p> <p>DLR Blueway implemented and new linkages created between towns and villages and the coast.</p>
	<p>Fáilte Ireland DLR Beaches, DLR Economic Development</p>	<p>Ongoing</p> 	<p>Development of Dublin Coastal Trail supported.</p>
	<p>Fáilte Ireland</p>	<p>Short-medium</p> 	<p>Consideration given to stand-out coastal attraction.</p>
	<p>Architects Department Beaches Section</p>	<p>Medium-long</p> 	<p>New water sports facilities at Killiney Beach developed.</p>
	<p>DLR Tourism DLR Parks DLR Heritage DLR Harbour</p>	<p>Short-medium</p> 	<p>Coastal enhancements between Dún Laoghaire Baths and East Pier completed.</p>
	<p>DLR Tourism South Dublin CC Wicklow CC</p>	<p>Ongoing</p> 	<p>Dublin Mountains Destination Experience Development Plan (DEDP) supported.</p>
	<p>National Trails Office</p>	<p>Ongoing</p> 	<p>Dublin Mountains Way enhanced.</p>
	<p>DLRCC Parks Tourism</p>	<p>Ongoing</p> 	<p>Dublin Mountains Partnership Plan implementation supported.</p>

	Action	Lead
<i>Objective 1.2: Activate the mountains (continued)</i>		
1.14	Work with agencies and organisations to enhance MTB infrastructure and development of facilities at strategic hubs (such as new mountain biking centres at Ticknock, Glencullen GAP, and Ballinastoe), with an ambition to position DLR as a safe, secure, and internationally recognised MTB destination.	Coillte 
1.15	Identify, encourage and support new participatory multiday sporting events that showcase the scenery of the Dublin Mountains.	DLR Tourism 
1.16	Identify and consider further mountain-based activity attraction(s) in conjunction with an identified third-party operator.	DLR Tourism 
<i>Objective 1.3: Enhance existing experiences, particularly those based on the County's built and cultural heritage</i>		
1.17	Continue to support the enhancement of the James Joyce Tower and Museum.	DLR Tourism 
1.18	Seek to develop further experiences that provide an opportunity for visitors to engage with the County's literary heritage and contemporary literary scene (See also action 2.8 in relation to AR trails).	DLR Heritage 
1.19	Support future development and enhancement of the National Maritime Museum of Ireland, for example, through the use of digital technologies to bring stories alive.	National Maritime Museum of Ireland 







Support	Timeframe	KPI
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DLR Departments Third party providers Cycling Ireland National Trails Office	Ongoing 	Development of County road offering and mountain bike offering supported.
Coillte Dublin Mountains Partnership	Ongoing 	New participatory multiday sporting events taking place.
Third party providers Coillte	Medium-Long 	Mountain-based-activity attraction opportunities identified.

Heritage







DLR Heritage	Ongoing 	Increase in numbers of visitors to James Joyce Tower.
DLR Tourism	Ongoing 	Enhance the County's literary experience offer.
DLR Tourism DLR Heritage Fáilte Ireland	Ongoing 	Increase in numbers of visitors to National Maritime Museum of Ireland.



	Action	Lead
<i>Objective 1.3: Enhance existing experiences, particularly those based on the County's built and cultural heritage.</i>		
1.20	Support, promote and develop Dalkey Castle and Heritage Centre as a key visitor experience in the county and explore potential for developing satellite experiences.	DLRCC Tourism & Heritage 
1.21	Seek to enhance the visitor offer at The Oratory by providing enhanced visitor facilities and immersive storytelling, and by piloting weekend opening.	DLR Heritage 
1.22	Support the continued development of the DLR Lexicon as a major cultural attraction in the County.	DLR Culture & Libraries Section 
1.23	Support the redesign of the public space at the DLR Lexicon to accommodate an enhanced range of programmes and services.	DLR Culture & Libraries Section 
1.24	Enhance access to, curation of and interpretation of Marlay House and Cabinteely House; provide enhanced access to and interpretation of Seapoint and Williamstown Martello Towers.	DLR Heritage 
1.25	Work collaboratively to create an Open-Air Archaeology and/or Coastal Heritage Museum (distributed museum approach), to include potential for increasing access to key sites and trails.	DLR Heritage 

Support	Timeframe	KPI
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ral heritage (continued)

Dalkey Castle and Heritage Centre	Ongoing 	Increase in numbers of visitors to Dalkey Castle and Heritage Centre.
DLR Tourism	Medium 	Enhanced offer provided at the Oratory.
DLR Tourism DLR Heritage DLR Arts	Ongoing 	New programmes developed.
DLR Architects DLR Tourism	Short-Medium 	DLR Lexicon public space redesigned.
DLR Tourism	Medium 	Enhanced offer provided at Marlay House and Cabinteely House.
DLRCC, South Dublin CC, Wicklow CC Dublin Bay Biosphere Dublin Mountains Partnership	Medium-long 	Open-Air Archaeology and/or Coastal Heritage Museum created.



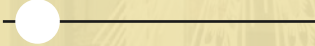

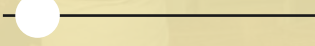
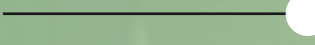


SP2 – Connect the dots



Aim: Enhancing physical connections between the County's attractions and activities located at the coast, in the mountains and all those in between. Creating more connected communities and businesses will not only benefit those living and working within the County but will also improve the ease with which visitors travel through Dún Laoghaire-Rathdown, helping to create seamless and memorable experiences.

	Action	Lead
<i>Objective 2.1: Improve mobility between the coast and the mountains</i>		
2.1	Work with key partners to consider, develop and support a Dublin Mountains Rambler bus service that links urban hubs, transport hubs and trail heads/visitor attractions / activity providers (ref DMP Strategic Plan Objective 1.4).	DLR Tourism 
2.2	Consider undertaking a feasibility study for a cable-car development in the Dublin Mountains (informed by initial consultation).	DLR Tourism 
2.3	Consider short-hop, sustainable-visitor-experience service to connect key visitor locations , e.g., electric vehicles or similar alternatives.	DLR Tourism 
2.4	Develop and enhance the information service for cruise ship passengers and additional services to encourage extended dwell time in the County.	DLR Tourism 
2.5	Further enhance the Coastal Mobility Route through improved supporting infrastructure (such as expansion of bikeshare services along the route, viewing/heritage interpretation, development of auxiliary routes — linking assets along the coast with those in the mountains).	DLR Active Travel 
2.6	Work with micromobility and bikeshare companies such as Bleeper, Moby and Moovit to improve provision of bikes within the County and improve operating range of bikes.	DLR Active Travel 



Support	Timeframe	KPI
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Dublin Mountains Partnership National Transport Agency Fáilte Ireland South Dublin CC	Short 	Dublin Mountains Rambler implemented.
Fáilte Ireland Dublin Mountains Partnership	Medium-long 	Dublin Mountains cable car feasibility study commissioned.
Third party provider	Short 	Dún Laoghaire coastal transport service implemented where feasible.
DLR Harbour DLR Chamber of Commerce Local Providers	Ongoing 	Cruise ship visitors continued to be provided with information on dlr tourism offer.
Wicklow CC	Ongoing 	Coastal Mobility Route enhanced.
Bikeshare companies	Ongoing 	Provision of rental bikes improved in the County.

	Action	Lead
<i>Objective 2.2: Provide clear and accessible information and wayfinding</i>		
2.7	Consider effective means of integrating wayfinding with common digital mapping and promotion of trails for the Dublin region.	Fáilte Ireland  Fáilte Ireland
2.8	Seek to develop AR technologies at a local level that would provide an improved navigation information and storytelling experience.	DLR Tourism 

SP3 – Encourage longer stays

Aim: Harnessing the County's inherent richness in culture, from its towns and villages to its people and stories, to captivate visitors and encourage them to stay longer in Dún Laoghaire-Rathdown.

	Action	Lead
<i>Objective 3.1: Development and maintenance of visitor accommodation</i>		
3.1	Investigate opportunities to maximise economic opportunity from motorhome visitors and 'glamping' in the County through a specific study to identify opportunity sites in appropriate locations.	DLR Tourism 
3.2	Facilitate an increase in visitor accommodation within the County through promoting the opportunity for investment in the County to key hotel operators.	DLR Tourism 
3.3	Engage with University College Dublin with regard to use of student accommodation by visitors in holiday periods.	DLR Tourism 








Support	Timeframe	KPI
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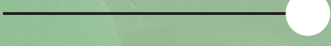
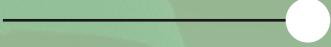
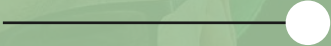
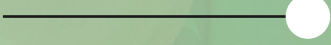


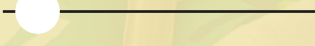
DLR Tourism	Ongoing 	Enhanced provision of trail information.
Fáilte Ireland	Ongoing 	Enhanced use of AR technologies in trail development.



Support	Timeframe	KPI
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DLRCC Departments Private Providers	Short 	Motorhome and glamping opportunity study undertaken.
Hotel operators	Short-medium 	Promotional event held with key hotel operators.
UCD	Short 	UCD engaged with in relation to use of student accommodation.

	Action	Lead
<i>Objective 3.2: Create towns and villages that are more vibrant both during the day and at night</i>		
3.4	Facilitate the development of small-scale events to animate public spaces (indoor and outdoor).	DLR Tourism & Economic Development 
3.5	Continue to support the County's distinctive food offer by promoting local food and drink businesses , seeking to support established food markets and develop new markets in the County.	DLR Tourism 
3.6	Develop a 'night-time economy plan' and host small-scale and distinctly local events in towns, villages and heritage properties (see also dlr Heritage Plan action 5.13 in this regard). Consider using the Purple Flag as a focus for collaboration and coordination amongst stakeholders.	DLR Tourism & Economic Development 
3.7	Work to develop an enhanced event programme during the off-season , with more targeted marketing of this programme to local, domestic and international visitors.	DLR Tourism 
<i>Objective 3.3: Support the growth of business tourism within the County</i>		
3.8	Identify key opportunity sites for a new conference and multi-functional events centre of scale in DLR.	DLRCC Tourism & Economic Development 
3.9	Encourage partnerships between hotels and activity providers , such as golf courses and other outdoor activity providers, to provide opportunities for extended business trips.	DLR Tourism 
3.10	Consider opportunity for use of heritage sites and buildings for small-scale meetings and events.	DLR Tourism & Heritage 

Support	Timeframe	KPI
Local communities Fáilte Ireland	Ongoing 	Increased number of small-scale events.
Food and drink businesses Fáilte Ireland	Ongoing 	DLR food offer potential maximised.
Local communities Fáilte Ireland	Ongoing 	DLR night-time economy plan developed, including focus on use of Purple Flag.
Fáilte Ireland	Ongoing 	Enhanced event programme developed during the off-season.
DLR Chamber of Commerce	Short 	Key opportunity sites for a new conference and multi-functional events centre of scale identified.
Hotel providers Activity providers	Ongoing 	Increased number of partnerships between hotels and activity providers.
DLR Chamber of Commerce Volunteer organisations	Short 	Key opportunity sites for small-scale events identified.

SP4 – Manage our destination


Aim: Position the County as an increasingly resilient and dynamic visitor destination through a focus on climate action, accessibility, innovative marketing, fostering partnerships, and underpinning policy and investment decision-making with robust data collection and analysis to capitalise on opportunities and mitigate against threats to the growth of the sector.

Action

Lead

Objective 4.1: Position DLR as an exemplar of sustainability and climate action

<p>4.1</p>	<p>Seek to encourage existing and new tourism businesses in DLR to operate more sustainably by supporting/funding to participate in national training/accreditation schemes.</p> <p>Direct Dún Laoghaire-Rathdown's tourism businesses to Fáilte Ireland's Climate Action resources, such as the carbon emission calculator, climate action roadmap, or guides on energy, water and waste management.</p> <p>Identify and promote local sustainable champions in tourism & hospitality.</p>	<p>DLR Tourism</p> 
<p>4.2</p>	<p>Collaborate with key organisations on the setting up of a regenerative tourism working group with local and national partners, to map activity and identify where DLRCC can support.</p> <p>Explore potential partnerships between other local authorities, tourism businesses and environmental organisations to create nature-based experiences for residents and visitors, particularly within the Dublin Mountains.</p>	<p>DLR Tourism</p> 
<p>4.3</p>	<p>Identify and encourage good practice among tourism-related businesses that will enable them to become more universally accessible (such as accommodation providers, attractions and activities).</p>	<p>DLR Tourism</p> 
<p>4.4</p>	<p>New businesses to be provided with detail on universal design and making heritage sites more accessible.</p>	<p>DLR Tourism & Heritage</p> 

Support	Timeframe	KPI
<p>Fáilte Ireland Accreditation providers Tourism businesses</p>	<p>Ongoing</p> 	<p>Support and guidance provided to encourage participation in sustainability accreditation schemes.</p>
	<p>Short</p> 	<p>Information provided for tourism business on Fáilte Ireland's Climate Action resources.</p>
	<p>Ongoing</p> 	<p>Local sustainable champions identified and promoted.</p>
<p>South Dublin CC Wicklow CC Fáilte Ireland</p>	<p>Short-medium</p> 	<p>Consideration given to a regenerative tourism working group and provision of nature-based experiences</p>
<p>Tourism Businesses</p>	<p>Ongoing</p> 	<p>Good practice identified in the provision of a universally accessible offer</p>
<p>Tourism Businesses</p>	<p>Ongoing</p> 	<p>New tourism businesses provided with information on universal- accessibility best practice.</p>

Action	Lead
Objective 4.2: Activate innovative marketing and promotion of the county's assets	
<p>4.5</p>	<p>Continue partnership with Fáilte Ireland to help curate and promote the County's offer as a key part of the Dublin Region, including development of itineraries for online promotion, provision of information on new attractions and facilitating/enabling familiarisation visits.</p> <p>Develop comprehensive tourism packages and itineraries by fostering and facilitating collaboration between service- and attraction providers in the County.</p>
<p>4.6</p>	<p>Create and develop marketing content across different channels, such as traditional (DLR Visitor Map, flyers, brochures, information boards) and digital media (TikTok and Instagram Reels).</p> <p>Develop the DLR tourism.ie website to support online booking of local experiences.</p> <p>Utilise social media platforms such as Facebook, Instagram, Twitter and TikTok for the promotion of the county's businesses and their offering.</p> <p>Update tourism brochures and leaflets available in tourism information centres to reemphasise and refresh existing activity-based themes which reflect vibrancy and community engagement in tourism activities.</p>
<p>4.7</p>	<p>Utilise the DLRCC Digital Screen infrastructure/assets to promote visitor attractions and events.</p>

DLR Tourism



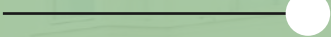

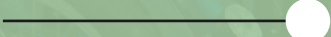
DLR Tourism



DLR Tourism



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Support	Timeframe	KPI
Fáilte Ireland	Ongoing 	DLR itineraries developed and provided to Fáilte Ireland.
	Ongoing 	Range of new multi-channel marketing content developed. DLR tourism website developed. DLR tourism brochures updated.
DLRCC Departments	Ongoing 	DLRCC Digital Screen infrastructure/ assets used to promote visitor attractions and events.



Objective 4.3: Foster a more collaborative and supportive tourism business sector both within the County and across the wider Dublin Region

4.8	Develop and provide a targeted tourism-marketing course for DLR tourism businesses based on tourism-needs analysis.	DLR Tourism	
4.9	Support the development of tourism governance structures in DLR Establish a Tourism Committee, for DLR (meeting quarterly) to oversee implementation of Tourism actions. Build on the DLR Tourism Providers Network. Hold thematic meetings of tourism providers (coast, mountains, etc.)	DLR Tourism	
4.10	Engage local communities in activities (volunteering and organisation of events) to showcase the vibrancy of the county, particularly those related to culture, diversity and inclusion.	DLR Tourism	
4.11	Continue to collaborate on tourism at a regional level through the Dublin Region Tourism Working Group	Dublin Region Tourism Working Group	
4.12	Increase resources for the delivery and implementation of the tourism strategy, including new Tourism Marketing Officer role.	DLR Tourism	

Objective 4.4: Improve tourism data collection and processing in line with national GDPR rules

4.13	Collaborate with other Dublin local authorities and private companies on a smart-data approach to support an evidence-based approach to tourism delivery	DLR Tourism and Economic Development	
4.14	Explore the use of smart-data collection and technologies and require digital sensors for new public realm improvements (for example entrances to parks, event spaces, DL Baths, visitor centres, and cycleway access points).	DLRCC Tourism and Economic Development	

Objective 4.5: Support innovation and smart tourism initiatives

4.15	Develop a comprehensive system for recording tourism performance metrics to accurately project the performance and future of the County's tourism sector.	DLRCC Tourism	
4.16	Look to develop navigation apps and interactive kiosks that help in navigating the County, and collect tourism data.	DLRCC Tourism	

Fáilte Ireland	Ongoing	Training provided on marketing for DLR tourism businesses.
Key Industry representatives Fáilte Ireland	Short	DLR Tourism Committee established meeting quarterly and networking events held each year.
Local communities	Ongoing	Opportunities identified for local communities to become further engaged in tourism activities.
South Dublin CC Dublin CC Final CC	Ongoing	Continued collaboration on tourism development and management at a regional level.
	Short/Ongoing	Sufficient resources identified.
South Dublin CC Dublin CC Final CC	Short-medium	Regional collaboration on a smart-data approach to inform tourism delivery.
DLRCC Departments	Ongoing	Innovative use of smart-data collection and technologies explored.
	Short-medium	DLR tourism dashboard implemented.
	Short-medium	Tourism navigation apps and interactive kiosks implemented.

05

Measuring Success





For the success of this Strategy, it is important to establish metrics to monitor, manage and successfully develop tourism in the County. Although the data on tourism volume and behaviour is available through some state agencies, including Fáilte Ireland and Central Statistics Office (CSO), this data is very limited and is scarce on a sub-regional level. To capitalise on positive outcomes, tourism activities and their success need to be managed and monitored through innovative KPIs.

To achieve the set objectives, the Strategy implements both qualitative and quantitative elements of success management. We achieve this through identifying the number of visitors, the mode of transport that they use, and the visitor spend while in the County, ultimately equipping Dún Laoghaire-Rathdown with the data and understanding that will guide future tourism-investment decisions and measure the outcome of all activities undertaken as a part of this Strategy. The indicators that will help us to measure the success are:



"...equipping Dún Laoghaire-Rathdown with the data and understanding that will guide future tourism-investment decisions and measure the outcome of all activities undertaken as a part of this Strategy."

KPI	Desired Outcome	Strategic Priority Alignment
No. of accommodation rooms in DLR	An increase in accommodation rooms in the County	SP 3
No. of accommodation providers in DLR	An increase in the number of people employed in the tourism and hospitality sector	SP 1 SP 4
No. of FI-approved visitor accommodation businesses in DLR	An increase in the number of visitor accommodation businesses registered with Fáilte Ireland	SP 1
No. of visitors to FI-approved attractions in DLR	An increase in the number of visitors in attractions and services registered with Fáilte Ireland	SP 1
No. of accommodation providers in DLR	An increase in the number of accommodation providers in the County	SP 3
No. of overnight stays in DLR	Increased number of stays in the County	SP 3
No. of cruise visitors disembarking at DL Harbour	An increase in the number of cruise visitors disembarking and spending the time in the County	SP 2
No. of visits to DLR supported social media pages	An increase in social media activity	SP 4
No. of visitor signage installations in DLR	An increase in the number of tourism signage	SP 2
No. of spectators/attendees at events and festivals in DLR	An increase in the number of event-goers in the County	SP 3

Contributors to the Strategy

Thank you to all of those who contributed their time and ideas for the development of tourism in Dún Laoghaire Rathdown during the engagement process that took place between March and August 2023. This engagement process was carried out through strategic conversations, an online survey and a highly interactive workshop.

Among those who provided important insights during our strategic conversations were representatives of the following organisations:

[James Joyce Museum](#)

[Dalkey Castle and Heritage Centre](#)

[AE Consulting](#)

[Airfield](#)

[Biking.ie](#)

[DLR Chamber](#)

[Dublin Mountains Partnership](#)

[Dublin Bay Biosphere](#)

[Dublin Bay Cruises](#)

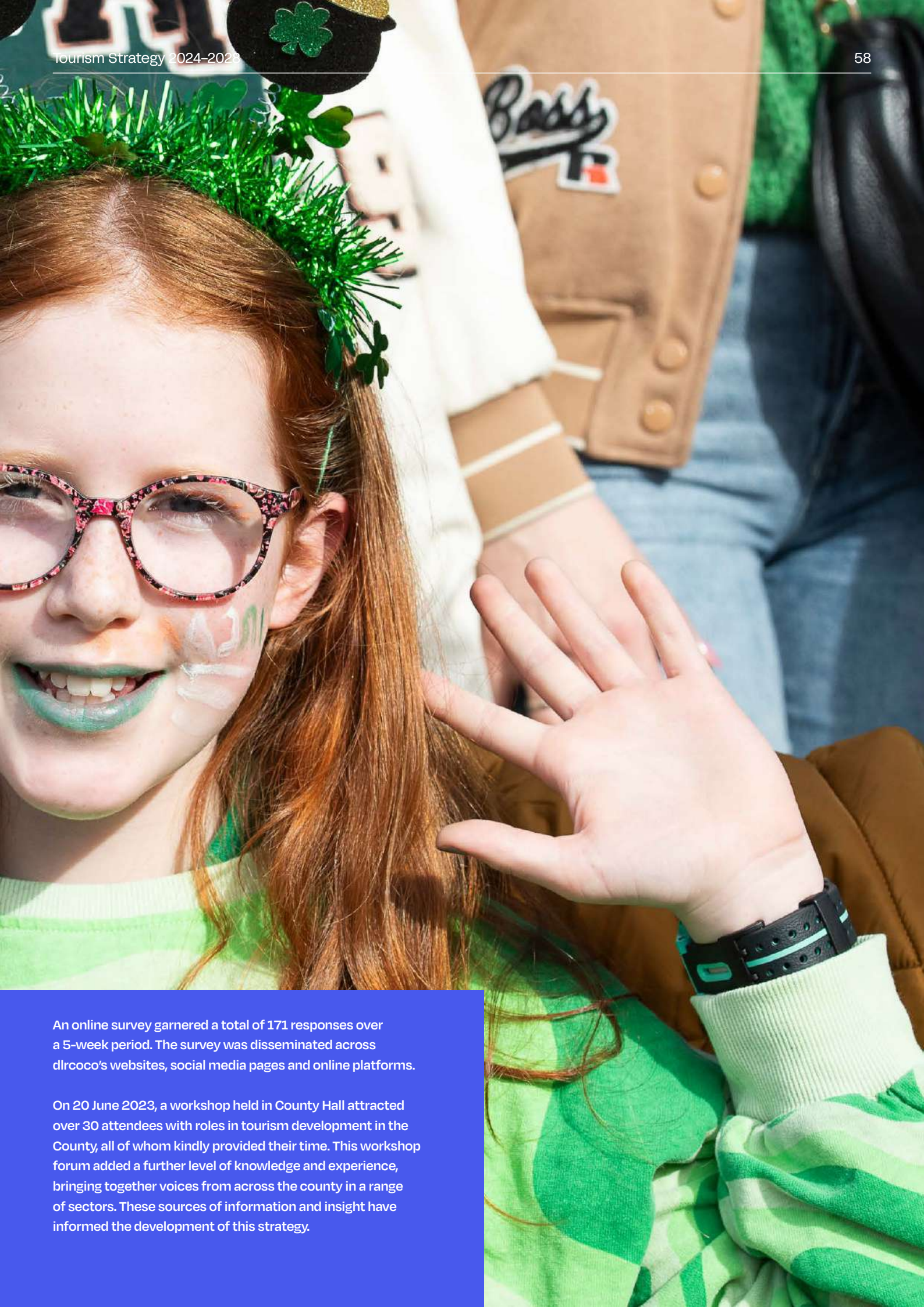
[Dublin Mountains Partnership](#)

[Fáilte Ireland](#)

[Irish National Sailing School](#)

[Inbound Tour Operators Association](#)

[National Maritime Museum](#)



An online survey garnered a total of 171 responses over a 5-week period. The survey was disseminated across dlrcoco's websites, social media pages and online platforms.

On 20 June 2023, a workshop held in County Hall attracted over 30 attendees with roles in tourism development in the County, all of whom kindly provided their time. This workshop forum added a further level of knowledge and experience, bringing together voices from across the county in a range of sectors. These sources of information and insight have informed the development of this strategy.



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Tourism Strategy 2024-2028



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