

# Tourism Strategy

South Dublin County

**A Tourism Strategy**  
for South Dublin County 2015 – 2020

# A Tourism Strategy for South Dublin County - Why now?

It is an opportune moment to create a tourism strategy for our County. The new National Tourism Policy envisages **a pivotal role for local government** as a key player in “**destination development**” and the agency best positioned to shape visitor experience through partnerships with other agencies, businesses and local communities.

At regional level the “Destination Dublin” report, launched in 2014, outlined **the imperative in redefining the tourism experience** and positioning of Dublin in a collaborative way, to **pursue market segments** offering the best economic returns.

Equally in the last two years the Tourism **economy is recovering** with 4 million overseas visitors to Dublin in 2013 spending €1.4 billion, up by 10% year on year.

A strong tourism product can support key functions of the local authority in **economic development** as well as delivering upon our role in **enhancing “quality of life”** for our citizens and visitors from a well planned, accessible and attractive destination.

## The challenge:

The **challenge of the strategy** for South Dublin County is to identify our;

- strengths, weaknesses and opportunities
- optimum market positioning
- key actions to realise our potential, address our weaknesses
- optimum organisational structures and resources

to deliver **maximum** economic returns from **increased** visits





# Situation Analysis







# The Vision

The **mountains** and **waterways** of South Dublin County are **within minutes** of the centre of Dublin and provide **exhilarating** and **relaxing** opportunities to be as **active** as you want or simply absorb the **views**. It is **easy to enjoy** the **outdoor** recreational activities, **stories, music and food**, whether in the mountains, along the rivers or canal, or in the **small towns and villages**. You don't just visit South Dublin, you **experience it** in every way.





# Delivering the Vision ... Making it market ready 2015-2020



## Flagship Project

International standard  
Reinforce market  
positioning  
Dublin Mountains Park



## Cluster Development

Physical & marketing  
connections to build critical  
mass. Tallaght, Rathfarnham,  
Liffey, Grand Canal Villages



## Circuits/Loops

Themed & complement  
linear ways  
Link to clusters and services  
in all Villages



## Events

Build on track record. Draw  
external footfall, Enhanced  
marketing, Reinforce  
positioning



# Delivering the Vision – Key Actions

## Create fit for purpose organisational structures through

- ▶ Establish a dedicated Tourism and County Promotion Section in South Dublin County Council
- ▶ Establish a South Dublin Tourism Industry Group
- ▶ Establish focussed partnerships with other agencies and local authorities
- ▶ Create tourism database to guide market focussed investment decisions.

## Deliver a flagship project: Dublin Mountains Park

- ▶ Develop a Masterplan with partners for a “Dublin Mountains Park”
- ▶ Potential features include
  - A Dublin Mountains Interpretation and Visitor Centre
  - A “Best Views in Dublin” platform(s)
  - A Dublin Mountains Touring Route
  - A series of activity events based in the Mountains
  - A series of looped trails – equestrian, cycling, walking themed (linked to Dublin Mountains Way)



## Enhance visitor experience through development of trails and loops

- ▶ Dodder Greenway – with looped access to Villages and key attractions
- ▶ Slade Valley Trail (Rathcoole, Saggart and Brittas) with looped access to Villages and other attractions
- ▶ Other potential themed trails connecting to Villages, river and mountain corridors
- ▶ Enhanced and signed heritage walks
- ▶ Bio-diversity/nature walks
- ▶ Monastic trail
- ▶ Village Heritage Trails
- ▶ Industrial Heritage Trail
- ▶ Mountains Archaeology Trail
- ▶ Gaelic Heritage Trail

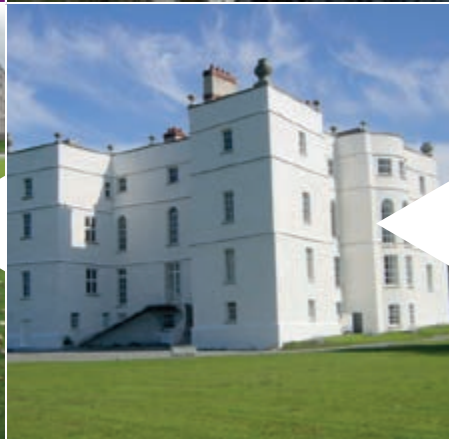
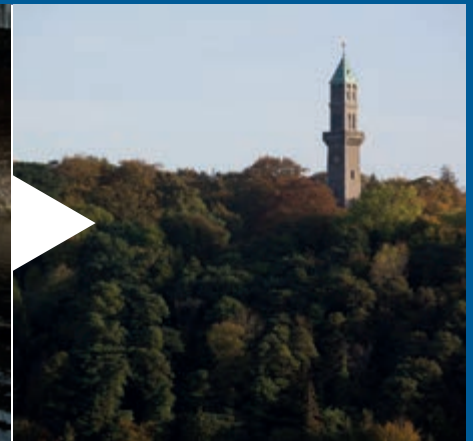
## Other Actions Include

- ▶ MICE and Business Tourism – Strengthen communications and promote awareness of activities and attractions
- ▶ ‘Best Village’ Competition
- ▶ Establish South Dublin Marque Membership Scheme to promote quality food offerings
- ▶ Introduce standardised orientation and tourist signage
- ▶ Commission and implement a marketing strategy and related digital platforms based on the proposition of “The Great Outdoors on Dublins Doorstep”
- ▶ Develop an online events and festivals calendar
- ▶ Campaign for events that increase out of County visitors and reinforce market positioning

# Enhance access and market awareness by **clustering attractions**

## **Liffey Cluster (Lucan & Palmerstown)**

- ▶ Liffey Villages
- ▶ Liffey Heritage Trail
- ▶ Liffey Blueway
- ▶ Collaborative Liffey Access Initiatives
- ▶ Collaborative Liffey Marketing Initiatives



## **Rathfarnham & Templeogue Cluster**

- ▶ Support OPW/Heritage actions with Public Realm investments
- ▶ Collaborative projects with other agencies to enhance access to attractions – Marlay, Dundrum, Dodder Greenway
- ▶ Collaborative Marketing Initiatives of wider area



## **Tallaght Cluster**

- ▶ Enhance stadium capacity & develop multi-use indoor facility
- ▶ Expand heritage offering
- ▶ Provide tourism information point
- ▶ Support collaborative access projects with other agencies – Dodder Greenway

## **Grand Canal Villages (Clondalkin & Newcastle)**

- ▶ Completion of Round Tower Project
- ▶ Support collaborative access projects with other agencies – Camac and Grand Canal Greenways
- ▶ Development of County Aviation Experience
- ▶ Development of Irish Cultural Tourism Experience





# Measuring Success . . .

By 2020 the implementation of this strategy in full could realise significant economic benefits for our County . . .

## South Dublin Visitor Targets And Economic Impact Over A 10 Year Period

| Period                                     | Visits  |              | Nights  |              | Spend       |     | Jobs  |
|--|---------|--------------|---------|--------------|-------------|-----|-------|
|  | 120,000 |              | 504,000 |              | €26 million |     | 2,500 |
| Present                                    | +% p.a. | Value ('000) | +% p.a. | Value ('000) | +% p.a.     | €mn |       |
| Initial Phase (Years 1 to 3)               | 5       | 139          | 5       | 583          | 5           | 30  | 2,842 |
| Rapid Growth Phase (years 4 to 7)          | 10      | 203          | 12.5    | 935          | 12.5        | 48  | 3,994 |
| Consolidated Phase - Years (years 8 to 10) | 7       | 250          | 8.6     | 1,197        | 8.6         | 62  | 4,840 |

Source: TDI calculations

Key indicators to measure performance could include:

- Economic value of tourism – spending by visitors,
- Employment in the sector – accommodation, food, events and related suppliers,
- Enterprise development – expansion and initiation of new businesses in the sector,
- Number of visitors – domestic and overseas, by purpose of visit, and
- Marketshare – percentage share of tourism to Dublin Region.



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