

# South Dublin

## Draft Tourism Strategy





# South Dublin Tourism Strategy

## Key Challenges

Tourism  
Assets

Strategic  
Approach

Marketing &  
Communications

Capital  
Investment



# South Dublin Draft Tourism Strategy

## Strategic Vision

Range of Visitor Experiences

Gateway to the Outdoors

Natural & Cultural Assets

Local Economic & Social Benefit

Environment & Climate Action



Unlock the County's Assets

- Expand Range of Outdoor Activities in Dublin Mountains
- Develop Natural & Built Heritage Trails/Itineraries
- Supporting Infrastructure at Key Locations for Events

Reputation & Recognition

- Nurturing Residents Pride of Place with Themed Events
- Maximise Use of Existing Arts Venues, Parks & Stadiums for Events
- External Communications to Attract Domestic & International Visitors

Connectivity to & within the County

- Curating Itineraries that Encourage More Visitors & Longer Stays
- Public Transport Links to Key Attractions
- Interpretation & Orientation Signage to Destinations

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## Strategic Priorities

**Sustainability &  
Regenerative  
Approach**

- Tourism Businesses Access to Support/Funding for Transition
- Champion Best Practice in Sustainability & Accessibility
- Nurture Regenerative Tourism Experience in County

**Governance &  
Coordination**

- Collective Voice for County's Tourism Sector
- Reinforce Regional Collaboration & Synergies
- Evidence Based Approach to Tourism Investment



Dublin Mountains  
Project

Corkagh  
Park

Outdoor  
Markets

Dodder Valley  
Liffey Valley  
Grand Canal  
Greenways

Destination  
Lucan

Rathfarnham  
Stables

Tallaght Heritage  
Centre

Cycle  
South Dublin

Tallaght  
Stadium

Tallaght Public  
Realm

Liffey Valley &  
Tallaght Mobility  
Hubs

12<sup>th</sup> Lock  
Masterplan



# Visitor Targets & Economic Impact

**2015**

Nights: 504,000  
Spend: €26m  
Jobs: 2,500



**2025**

Nights: 1.2m  
Spend: €62m  
Jobs: 4,840



## Tourism Development Cohesion



## Tourism Accommodation



## Bohernabreena Feasibility Study



## City Edge Tourism Opportunities

## Lucan House



Comhairle Contae  
Atha Cliath Theas  
South Dublin County Council

## Events & Festivals



## Business Tourism



# Tourism Strategy Timeline

