



South Dublin Draft Tourism Strategy Strategic Priorities

Unlock the **County's Assets**

Reputation & Recognition

Connectivity to & within the County

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



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

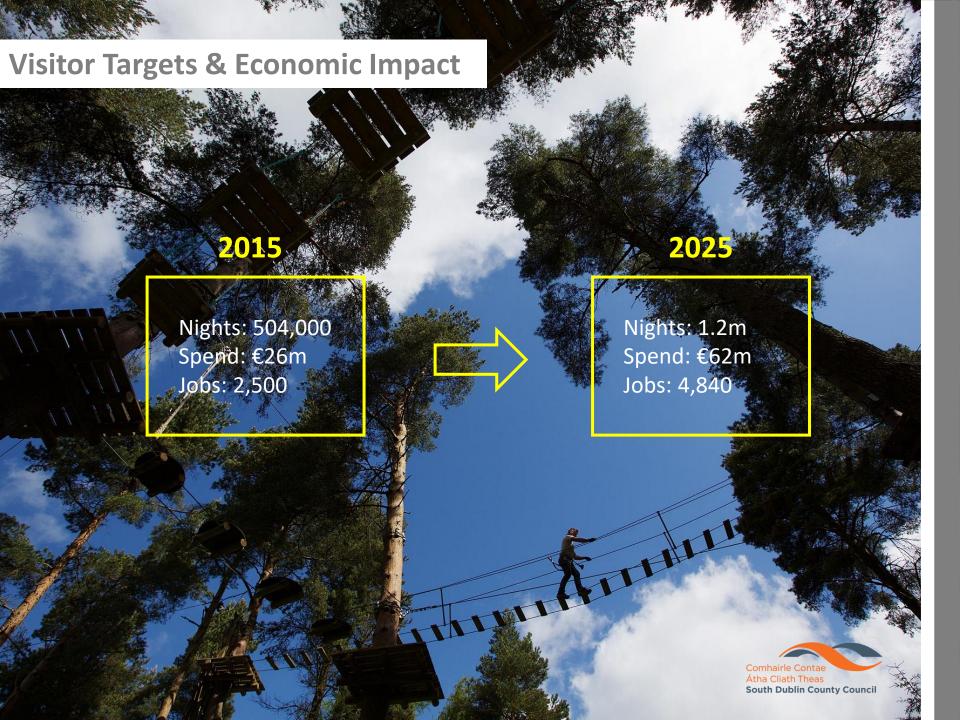
Haerle

South Dublin Draft Tourism Strategy

Strategic Priorities







Tourism Development Cohesion

Lucan House





Bohernabreena Feasibility Study

Events & Festivals





City Edge Tourism Opportunities

Business Tourism

Tourism Strategy Timeline Tourism Strategy Council Meeting **Public Consultation** Plan Approval July September October **November** 2024 - 2009 2023 2023 2023 2023 Draft Tourism Strategy Review Feedback Plan Implementation Ongoing Monitoring/Review Elected Members Update ■ Final Tourism Strategy