



Comhairle Contae
Átha Cliath Theas

South Dublin
County Council

Milwaukee Irish Fest 2026

Dublin Local Authorities Tourism Promotion Initiative

SEPT 2026

SPC Meeting
September 2026

Purpose and Context

- Largest Irish cultural festival in the US (>130,000 attendees annually)
- Pilot collaboration between four Dublin local authorities
- Promoted Dublin Region as a unified destination
- Engaged visitors, tourism trade and Irish-American diaspora



Key Objectives



Promote Dublin Region tourism



Increase awareness beyond city centre



Showcase culture, heritage, coast, outdoor and food experiences



Engage North American visitors



Gather market intelligence



Strengthen stakeholder relationships



Test collaborative destination marketing

Strategic Value

United States is one of Ireland's most valuable overseas tourism markets.

Access to 130,000+ attendees

Highly engaged Irish-American audience

Visitors actively considering travel to Ireland

Travel industry professionals and tourism operators

Media and tourism influencers

Stakeholder Engagement

- Tourism Ireland and Aer Lingus provided strong strategic partners for tourism promotion activities
- Networking with counties, cities and tourism organisations
- Engagement with diaspora audiences
- Enhancing partnership between Áras Chrónáin and Celtic MKE
- Reached first-time visitors, repeat visitors, ancestry travellers and travel advocates



Key Findings – Awareness Gap

Dublin City is well known, but awareness of the wider region is limited.

- Coastline & seaside villages
- Dublin Mountains
- Historic estates, heritage attractions and genealogy travel packages
- Outdoor recreation
- Food and drink
- Sports and activity tourism
- Local culture, music and unique neighbourhoods
- Village and town experiences
- Community festivals and cultural events

Additional Key Findings

- A unified regional presentation strengthened the visitor proposition
- Face-to-face engagement influenced travel planning
- Visitors valued itineraries and authentic local recommendations
- Printed brochures, maps and guides remain important



Future Opportunity: Unified Dublin Tourism Map

- Single map covering all four local authority areas
- Develop themed visitor guides and a “Discover Dublin Region” Tourism Programme.
- Creation of an integrated Dublin visitor toolkit
- Encourage exploration beyond traditional tourism boundaries
- Support the positioning of Dublin as a place where city, coast, mountains, heritage and world-class experiences are all within easy reach



Conclusions and Recommendation:

Dublin.ie as the Regional Place Brand

SDCC



Irish Fest demonstrated the value of presenting Dublin as a single regional destination.

The Dublin place brand has successfully supported international promotion, investment attraction and regional marketing initiatives.

Regional campaigns delivered through Dublin.ie have reached large local and international audiences.

Future tourism promotion can align more closely with the wider Dublin place brand, linking visitor experiences with the broader story of Dublin as a place to live, work, invest, study and visit.

Opportunity to position Dublin.ie as the primary regional platform for collaborative international promotion.



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Thank you