DUBLIN CITY COUNCIL

TOURISM STATEMENT OF STRATEGY AND WORK PROGRAMME 2017-2022
FOREWORD

Dublin is a city famed for its culture, strong literary and musical tradition, marvellous architecture, friendly people and a history going back to Viking times. As Lord Mayor, one of the things I have come to appreciate is the way in which Dublin is constantly changing, improving itself and evolving in new and unexpected ways. However, despite these changes, the one thing which has remained constant is the great sense of warmth and friendliness which greets all of the city’s visitors. Dubliners pride themselves on being excellent hosts and it is our job in the City Council to ensure the policies and infrastructure are in place to maintain and enhance the tourist experience in our City.

This Statement of Strategy and Work Programme draws together our objectives and actions planned for the next five years to sustain Dublin’s position globally as an international gateway city for Ireland and Europe and a world class tourist destination. Our traditional infrastructural service role is expanding to include soft infrastructure issues in economic, social and cultural development. Increasingly our role is to facilitate and enable a range of stakeholders in the city to succeed in their respective fields of engagement at business, education or community level. The City Council is playing a central role in driving tourism in the City and we are actively working with our partners in Fáilte Ireland and the other Dublin Local Authorities to further enhance our tourism offering. We want to build on our position as Ireland’s premier tourist destination and most importantly to ensure every visitor to our city has a positive, enjoyable and unforgettable experience, which they will be keen to repeat!

Lord Mayor Brendan Carr

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The tourism industry is of vital importance to Dublin, supporting economic growth and development and generating employment. It also plays an important role in shaping its image and enhancing its attractiveness to everyone living, working and visiting in the City. At the start of the recession, Dublin slipped behind many of its European competitors, suffering a sharp decline in tourist numbers and revenues, with visitor numbers in 2012 down 18% from the 2007 peak, and revenues down 12.6%. In response to this decline, Dublin has worked hard to reposition itself, and since 2014, has begun to show real signs of recovery. While once a seasonable destination, Dublin is now emerging as a favoured destination for city breaks year round, a trend supported by a number of focused campaigns and the promotion of a wide variety of events. The City is also benefiting from the growth in business tourism, in part assisted by the attraction of international conferences. This renewed focus on promoting Dublin as a tourist destination has brought positive results, reflected in a significant growth in the figures, in 2015, Dublin attracted 4.9 million overseas tourists which helped generate €1.7 billion in earnings. It is estimated that overseas visitor numbers grew to 5.2 million in 2016, with €1.9 billion in revenue generated.

The overall vision is to promote Dublin as a major tourist destination, to attract more visitors to the City, and enhance Dublin’s reputation as one of Europe’s premier and most desirable year round city destinations.

To achieve this vision and promote real growth, the aim of Dublin City Council is to build on the City’s strengths, its cultural and sporting life, and the diversity and richness of its built and natural assets to create a thriving sustainable tourism industry which delivers major economic, cultural and social benefits to the City and to the Dublin Region.

Dublin City Council is confident that the promotion of tourism will also bring wider benefits to Dublin; enhancing its ability to attract high levels of foreign direct investment, creating a living and lively inner City, and driving the reclamation and re-imaging of our public realm and cultural life. In turn, these benefits by enhancing Dublin’s reputation, will add to the attractiveness of the City, giving Dublin a higher international profile and allowing it to emerge as a competing European city on all levels.

Owen P. Keegan  
Chief Executive
A TOURISM STRATEGY FOR DUBLIN CITY

Dublin City is home to many of the country’s most significant cultural, sporting and leisure facilities, including some of its most visited museums and galleries, as well as many other visitor attractions, large and small. These assets are complemented by a historic built heritage, which contributes significantly to the richness and diversity of the City’s urban fabric, reinforcing its character, identity and authenticity, and which serves as a further attraction in its own right.

In recent years, this rich cultural life has been further enhanced by the expansion and arrival of new visitor attractions, together with the promotion of new events and initiatives, including:

- The designation of Dublin as Unesco City of Literature, which acknowledges and honours Dublin’s enviable live literary tradition,
- The ongoing success of Culture Night, which allows everyone to join in a celebration of our thriving contemporary arts scene,
- The addition or expansion of major venues such as the Bord Gáis Energy Theatre, and the 3 Arena, providing lively additions to our theatre and music programmes,
- Croke Park and the Aviva Stadium, which ensure that Dublin is now home to two world class stadia,
- The Dublin Conference Centre, which assists in developing business tourism and promotes the role of Dublin as a conference destination,
- New visitor attractions associated with the “Decade of Commemorations” and the various facets of Dublin’s history,
- The introduction of the Dublin Bikes Scheme,
- The development of the Dubline cultural and heritage walking trail running through the City.

In order to build on this growth, it is now essential to put a strategy in place to secure further significant growth in the sector by attracting more visitors and generating additional revenue and jobs, thus helping to grow the economy of the City. To achieve this aim, Dublin City Council is committed to collaborating with other key agencies and players to steer the growth of tourism in Dublin over the coming years, so that we can successfully compete with other European cities. This collaborative approach is reflected in a number of key policy documents and plans.
The Dublin City Development Plan provides a coherent spatial framework for the sustainable development of the City. It has an overall vision for a City as a place where people will seek to live, work, and experience as a matter of choice. The core strategy of the Plan is structured around three interwoven strands and is about making Dublin:

- A more compact, quality, green and connected city
- A prosperous, enterprising and creative city
- A city of sustainable communities and neighbourhoods.

These three strands guide the future development of the City and underpin a strong policy context for the promotion of tourism as a key driver for the City’s economy, particularly through making the City attractive for visitors, business tourism and conventions. The following are the relevant key policies:

**CEE12:**
(i) To promote and facilitate tourism as one of the key economic pillars of the City’s economy and a major generator of employment and to support the provision of necessary significant increase in facilities such as hotels, apart hotels, tourist hostels, cafes, and restaurants, visitor attractions, including those for children

(ii) To promote and enhance Dublin as a world class tourist destination for leisure, culture, business and student visitors

(iii) To promote and facilitate the optimum benefits (including the international marketing benefits) to the city of the Convention Centre Dublin, as well as all other major existing and future visitor attractions

**CEE13:**
(i) To work with Failte Ireland and other stakeholders, to deliver on the ambitious targets set out in ‘Destination Dublin’ – A Collective Strategy for Growth to 2020; (Grow Dublin Taskforce, including aim to double the number of visitors by 2020)

(ii) To support the preparation, adoption and implementation of a strategic regional plan for tourism for the Dublin City region, to provide a framework for the sustainable and efficient provision and management of tourism across the region

(iii) To promote and support the development of additional tourism accommodation at appropriate locations throughout the City.

**CEE14:** To recognise that many of our key tourist attractions are in regeneration areas with challenges of dilapidated buildings, vacant sites, and public domain in need of improvement; and to develop projects such as Dubline that will address these challenges.
Local Economic and Community Plan (LECP) 2016 - 2022

GOALS

The LECP has identified 12 key strategic goals that inform the City's economic and community development. It is a key reference document for all publically funded-bodies and other agencies operating in the city and is intended to co-ordinate the activities of all involved, thus ensuring better results for those living, working, and investing in the city. While all 12 goals aim to improve the lives of everyone who works, lives, invests in or visits Dublin City, the following goals have been highlighted, due to their specific relevance to the promotion of Dublin as a major tourist destination:

• Put in place the infrastructure that positions Dublin as a safe, environmentally sustainable, vibrant, diverse and attractive place to live, work, visit and invest in by planning and providing for balanced and sustainable social and economic development, catering for a growing population (Goal 4).

• Provide and protect a range of public, safe and affordable amenities, activities and facilities that are relevant and accessible to people of all ages and abilities and that contribute to the health and well-being of all (Goal 5).

• Maximise opportunities and support for the creative industries and cultural and artistic sectors to develop. Promote the Irish language and access to cultural experiences for all through the provision of diverse cultural artistic programming (Goal 6).

• Identify and support the growth sectors such as tourism, technology, food chain, education, retail and green business that will create, sustain and grow quality employment and self-employment opportunities for all (Goal 7).

• Develop the eco-system of start-ups, social enterprise, micro-business and small business in the city economy (Goal 9).

• Support the continued development of a quality, affordable and accessible movement system within the City prioritising walking, cycling and quality public transport which serves both the needs of local neighbourhoods and the economy of the City and the health and well-being of all (Goal 10).
ACTIONS

The above goals are supported by a number of actions in the Action Plan, prepared in conjunction with the LECP, and are up-dated annually during the lifetime of the LECP. These specific, time bound and measurable actions are being carried out by Dublin City Council and other public agencies. The following is a selection of the actions which the City Council and its partners are committed to delivering within agreed time frames and which it is hoped will enhance the qualities of the City, promote and develop its performance as a tourist destination and improve its appeal to a broad range of visitors.

• Target capital works towards enhancing the City’s infrastructure and provide sufficient resources for major public domain works, optimising annual grant funding
• Develop a strategy for parks and open space in the City and implement a programme of improvements including the development of tearooms in public parks
• Implement the Dublin City Council Cultural Strategy 2015 - 2021
• Collaborate with the Design Craft Council of Ireland to facilitate the development of the creative industries sector in Dublin
• Implement the City Arts Plan 2014 to 2018 Dublin City Council
• Work in partnership with cultural agencies in the area to design and deliver events
• Provide funding for Culture Night
• Carry out a citywide Cultural Needs Analysis and a Cultural Audit of each electoral area
• Continue to host Dublin City Council Decade of Commemorations 2012 – 2022
• Develop a programme of exhibitions and events that encourage local participation and contribute to the National Commmemorations Programme
• Promote the provision of facilities such as hotels, aparthotels, tourist hostels, cafés and restaurants and visitor attractions to meet identified needs
• Work with tourism organisations to promote Dublin City
• Promote markets, both indoor and outdoor as key tourist attractions and supports for start-up enterprises
• Expand the Dublinbikes Scheme
• Significantly improve pedestrian and walking facilities in the City through new initiatives
• Develop proposals for College Green road re-alignment and civic space
• Launch and support walking and cycle trails
• Promote café/restaurant sector as a generator of employment; making the city more attractive for workers, residents, and visitors

As indicated above, the Dublin City Development Plan and the LECP set out a broad range of policies, objectives and actions relating to the economic, physical, cultural, and social development of the City and which are of direct relevance to the growth and expansion of the Tourism sector. A more comprehensive list is set out in tabular form in Appendix 1.
People, Place and Policy, Growing Tourism to 2025 (Department of Transport, Tourism and Sport - 2015)

The City Council’s objective to promote the growth of tourism is reflected and supported by government policy, in particular in the policy document “People, Place and Policy, Growing Tourism to 2025”. This document states that it is Government policy to;

“place tourism as a key element of its economic strategy, with development in the tourism sector reflecting the highest standards of environmental and economic sustainability, and the role of tourism in promoting peace and political co-operation on the island of Ireland will continue to be recognised and encouraged.”

“Growing Tourism” also recognises the role that local authorities can play;

4.1.1 Local Authorities will be encouraged to support communities in tourism development, and will cooperate with neighbouring authorities as appropriate to maximise tourism opportunities for their region as a whole.

4.1.4 The identification of tourism as a priority in the Local Economic and Community Plans, and the provision of support to start-up and developing tourism enterprises will be aligned with the Local Authorities tourism objectives and plans for their areas.
The Grow Dublin Task Force
Collective Strategy for Growth to 2020 (2014)

The Grow Dublin Taskforce Report is the result of a very successful collaboration between Dublin City Council, the neighbouring Dublin local authorities, Fáilte Ireland and a number of other stakeholders representing Dublin tourism and business interests. It was tasked with the role of identifying how the City and County could deliver substantial growth by 2020, in particular further visitor growth and greater economic success. It has identified a number of key objectives for tourism in the Dublin area:

- To grow visitor numbers by 7% a year
- To increase visitor spending by 8.6% a year
- To double spending by international visitors to €2.5bn by 2020

The report provides a roadmap for the growth and development of Dublin’s tourism in the coming years: for instance identifying those market segments with most promise, outlining the need for a new brand and more modern image for the City and stressing the need for all interests in Dublin to come together to ensure that tourism can fulfil its true potential.

Work has already commenced on the implementation of many of its key recommendations by Fáilte Ireland and the other collaborators, including the three other Dublin authorities to reposition Dublin and improve its appeal.
Strategies and Objectives

Our vision is underpinned by three core strategies and related objectives:

Strategy 1 - To enhance the visitor experience by creating a safe, stimulating and respected City centre that welcomes people from all walks of life

Objectives
• Create a world class pedestrian friendly City
• Promote Dublin as a City of events
• Enhance Dublin’s reputation as a City of culture
• Promote Dublin as a City of literature

Strategy 2 - To improve the visitor offer by creating a diverse and vibrant cultural, social and leisure economy that attracts people to the City to experience and enjoy its many possibilities

Objectives
• Attract more visitors to the City
• Develop a vibrant food culture
• Make Dublin the most attractive retail destination in the state
• Support the development of innovative new visitor attractions

Strategy 3 - To make a connected City by creating a highly accessible City through the provision of improved public transport, cycling and walking facilities.

Objectives
• Facilitate the provision and expansion of an integrated public transport system
• Develop a cycling City
• Develop a walking City
## VISITOR STATISTICS

### ATTENDANCE AT POPULAR VISITOR ATTRACTIONS IN IRELAND 2015

<table>
<thead>
<tr>
<th>Top Fee-Charging National Attractions</th>
<th>Top Free National Attractions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Guinness Storehouse</strong></td>
<td><strong>The National Gallery of Ireland</strong></td>
</tr>
<tr>
<td>Cliffs of Moher Visitor Experience</td>
<td>National Botanic Gardens</td>
</tr>
<tr>
<td><strong>Dublin Zoo</strong></td>
<td>Irish Museum of Modern Art</td>
</tr>
<tr>
<td>National Aquatic Centre</td>
<td><em>NMI - Archaeology, Kildare Street</em></td>
</tr>
<tr>
<td><strong>Book of Kells</strong></td>
<td>Doneraile Wildlife Park</td>
</tr>
<tr>
<td>Tayto Park</td>
<td><strong>Farmleigh</strong></td>
</tr>
<tr>
<td><strong>St Patrick’s Cathedral</strong></td>
<td>Fota Wildlife Park</td>
</tr>
<tr>
<td>Fota Wildlife Park</td>
<td><strong>Science Gallery at Trinity College</strong></td>
</tr>
<tr>
<td>Blarney Castle</td>
<td>Newbridge Silverware Museum of Style Icons</td>
</tr>
<tr>
<td>Burren Castle &amp; Folk Park</td>
<td><strong>Chester Beatty Library</strong></td>
</tr>
<tr>
<td><strong>Kilmainham Gaol</strong></td>
<td><em>NMI - Natural History Museum</em></td>
</tr>
<tr>
<td>Rock of Cashel</td>
<td><em>NMI - Decorative Arts and History</em></td>
</tr>
<tr>
<td>Kylemore Abbey and Garden</td>
<td>Holy Cross Abbey</td>
</tr>
<tr>
<td>Castletown House &amp; Parklands</td>
<td>Connemara National Park</td>
</tr>
<tr>
<td>Kilkenny Castle</td>
<td><strong>Dublin City Gallery The Hugh Lane</strong></td>
</tr>
<tr>
<td><strong>Old Jameson Distillery</strong></td>
<td>Sliabh Liag Cliffs</td>
</tr>
<tr>
<td><strong>Dublin Castle</strong></td>
<td>Crawford Art Gallery</td>
</tr>
<tr>
<td><strong>Christ Church Cathedral</strong></td>
<td>Galway City Museum</td>
</tr>
<tr>
<td>The House of Waterford Crystal</td>
<td><strong>Drumcliffe Church &amp; Audio Visual Presentation</strong></td>
</tr>
<tr>
<td><strong>Dublinia</strong></td>
<td>Malin Head Viewing Point</td>
</tr>
<tr>
<td>Glenveagh Castle &amp; Grounds</td>
<td>Nicholas Mosse Pottery</td>
</tr>
<tr>
<td></td>
<td><em>NMI - Country Life, Turlough Park</em></td>
</tr>
<tr>
<td>(National Museum of Ireland)</td>
<td>(* National Museum of Ireland)</td>
</tr>
</tbody>
</table>

Source: Fáilte Ireland Visitor Attraction Survey 2015
Dublin Tourist Numbers & Revenue
(2015 figures Source: CSO/Fáilte Ireland NISRA/Central Bank)

<table>
<thead>
<tr>
<th>Area</th>
<th>Tourists (000s)</th>
<th>Revenue (€m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Britain</td>
<td>1,594</td>
<td>322.9</td>
</tr>
<tr>
<td>Mainland Europe</td>
<td>1,987</td>
<td>657.3</td>
</tr>
<tr>
<td>North America</td>
<td>980</td>
<td>457</td>
</tr>
<tr>
<td>Other Areas</td>
<td>376</td>
<td>289</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>4,937</strong></td>
<td><strong>1,726.2</strong></td>
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{I} EVENTS
DUBLIN CITY COUNCIL EVENTS

Dublin City Council organises, supports and facilitates an annual programme of over one hundred events and festivals across the City. An annual budget in excess of €2.5 million is allocated to support and deliver this programme. In collaboration with a number of partners, the programme is delivered across the City, ensuring that events are varied, inclusive and provide an opportunity for residents and visitors alike to enjoy the entertainment, fun and spectacle, in a family-friendly, safe environment. Dublin City Council plays a number of important roles in relation to events – promoting, licensing and regulating.

Many of these major festivals and events are delivered in close alliance with Fáilte Ireland, and have a specific brief in relation to attracting tourists.

A new five year Dublin City Council Events Strategy is under development, and will aim to strengthen and grow the strategic relationship between Dublin City Council and Fáilte Ireland. The strategy will also aim to develop and grow existing events and to attract bigger, flagship and sporting events, such as the Rugby World Cup 2023.

Events supported by Dublin City Council

**St. Patrick’s Festival**
St. Patrick’s Festival, Dublin, is an annual international festival which sets out to reflect the talents and achievements of Irish people on many national and world stages, and it acts as an exciting showcase for the manifold skills of the people of Ireland, of every age and social background. The Festival attracts over 100,000 international visitors and is funded by Dublin City Council, Fáilte Ireland and the Department of Arts, Heritage, Regional, Rural and Gaeltacht Affairs.

**New Years Festival**
Dublin’s New Year’s Festival is an annual large scale festival delivered through a partnership between Dublin City Council and Fáilte Ireland. The three day festival programme includes a wide range of public entertainment events and has continued to attract growing numbers of international visitors each year.

**Rock ‘n’ Roll Dublin Half Marathon**
2017 will be the fifth year that the Rock’n’Roll series will take place in Dublin. 14,000 runners from 57 countries took part in the event in 2016. It is estimated that this event, which caters for all ages, generated almost €8 million for the Dublin economy and required 22,256 bed nights.
The Bram Stoker Festival is a Dublin City Council and Fáilte Ireland initiative which takes place every year over the October bank holiday weekend. The festival was conceived as a celebration of Dublin-born Gothic writer Bram Stoker, his illustrious novel Dracula and all things gothic. The festival programme has expanded year on year and continues to attract growing numbers to its many events. The 2016 festival culminated in a bespoke Macnas parade through the streets of Dublin's north city centre, attracting in excess of 10,000 spectators.

The Bram Stoker Festival

Ironman 70.3
2017 will see the return of Ironman 70.3 to Dublin for its third year. This hugely successful international event caters for 2,000 athletes from all over the world, including participants from the UK, Germany, France and the United States. The course included a swim of 1.2 miles, a cycle of 56 miles and a run of 13.1 miles. It is estimated that the event brings in excess of €2.5 million into the Dublin economy over the weekend that it takes place.

Laya City Spectacular
In 2016, Laya Healthcare's City Spectacular street performance festival celebrated its 11th year in Dublin City, with considerable financial and benefit in kind support provided by Dublin City Council. 190,000 people attended the 2016 event in Dublin's Merrion Square, which was Ireland's largest summer festival and the 2nd largest annually after St. Patrick's Festival. Fun and diverse family events take place across the weekend, with international visitor numbers growing year on year.

Temple Bar Tradfest
Temple Bar Tradfest is an annual traditional music festival, supported by Dublin City Council, which has developed and grown since it was established twelve years ago. The festival includes a wide ranging musical programme, featuring both free and ticketed events and it continues to attract growing numbers of overseas music fans year on year.

Riverfest
Dublin Port Riverfest is an annual event that celebrates Dublin’s maritime heritage, animates the river Liffey and welcomes visitors to explore the Docklands and Port area of the City. The event attracts visiting Tall Ships, in addition to yachts and boats from local yacht clubs and offers a family friendly programme of free events ranging from watersport activities and demonstrations, tours of Tall Ships, street markets, street entertainment and art workshops.

SSE Airtricity Dublin City Marathon
The SSE Airtricity Dublin City Marathon will take place in 2017 for the 38th time. 19,500 entries were received for the 2016 race, which is the largest marathon in Ireland, the fourth largest such race in Europe and in the top fifteen marathons in the world. The organisers of the race attend up to 6 international events each year to build brand awareness for the Dublin marathon and this ensures that overseas participant numbers have grown to almost 45%. A recent study carried out by the Smurfit Business School estimated that the event was worth at least €21.8 million to the City in 2016.
**Culture Night**

In 2016, Culture Night celebrated its 11th edition, growing bigger than ever in Dublin City, with an excess of 330 cultural locations opening their doors on the night, hosting close to 900 specially programmed events. Culture Night Dublin has become the City’s largest inclusive and participative cultural event, celebrating Dublin and Ireland’s creative community and offering audiences and visitors of all ages an opportunity to discover and rediscover their City. Notable venue additions to the 2016 programme include popular tourist destinations such as EPIC Ireland, GPO Witness History, Guinness Storehouse, Christ Church, Trinity Library – Book of Kells and many more. Dublin also hosts a bespoke tour strand featuring every cultural quarter along with bike tours and thematic tours.

**Tall Ships Regatta 2018**

Dublin will host an international Tall Ships Regatta in 2018. The Regatta organised by Sail Training International will visit the three ports of Liverpool, Dublin and Bordeaux. The event will attract a large number of Tall Ships to Dublin over the June Bank holiday weekend. The spectacle of Tall Ships in such numbers is a proven national and international visitor attraction. In addition to the spectators who attend the event, the Regatta also brings ships’ crews and sail trainees into Dublin City from many countries. A festival showcasing the best of Dublin’s creative and cultural talents will also be programmed for the event.
DUBLIN CITY COUNCIL FILM LIAISON

Dublin City Council operates a dedicated liaison service for filming in the City. Through the support provided to the audio-visual industries, Dublin City Council aims to increase the number of productions shooting in Dublin, and act as a coordinator between production companies and various City stakeholders, to provide a seamless transition to on-location filming.

Dublin City Council handles permits for over 4,000 on-street locations, including bridges, beaches and parks, as well as various interior civic properties. Advice is also provided to the film industry on a range of City Council services, such as parking, road closures, traffic control, street furniture, waste management, Health and Safety requirements, environmental and local issues surrounding locations. Other general film related queries are also addressed, such as public transportation and if productions will be affected by utility works or other events taking place in the City.

Dublin City Council filming permits had a production value of over €250 million to the Dublin economy in 2016. Dublin City Council recognises that television and movies act as strong influencers on travellers everywhere, with up to 35% of people being impacted in their choice of destination by what they see on screen. The imagery created onscreen also acts as a key driver for tourism growth in the region when featured on a successful film or TV series. This industry is worth over €5 billion to the Irish economy and Dublin plays a pivotal role in supporting this revenue stream.

BUSINESS TOURISM SUPPORT

Dublin City Council established an International Relations Unit in 2007 to lead, facilitate and promote international links and relations that benefit the City, its economy, its education and research capacity and its communities. As a capital city, Dublin has a responsibility to provide leadership and example, nationally and internationally. Increasingly the role of city government is about facilitating and enabling stakeholders in the City to succeed in their respective fields of engagement at business, education or community level. In collaboration with multiple stakeholders, the International Relations Office helps Dublin position itself globally as an international gateway City for Ireland and Europe.

The purpose of the International Relations Unit is to promote Dublin globally, enhance its reputation and capacity to attract investment. The Unit also aims to expand business opportunities, attract students, researchers, tourists and business conferences to the City, while extending cultural ties and reach and ensuring influence on major environmental, justice and social challenges facing the City.
Bi-Lateral Relationships - Twinning

This involves a formal commitment by both Cities to each other. It is accompanied by a formal contract of activity which requires Council approval.

Dublin is currently twinned with:

- San José (1986)
- Liverpool (1997)
- Barcelona (1998, Addendum in 2009 for 2 years)
- Beijing (2011)

Friendship/Co-Operation Agreements

A friendship agreement involves a less formal commitment between two or more Cities. Dublin currently has the following agreements:

- Tbilisi, Georgia 10th December 2014 to 10th December 2017
- Mexico City 2014 for 4 years
- Guadalajara (Mexico) 22nd March 2013 – no time limit.
- Moscow 20th March 2009 – no time limit but now proposing a new Co-Operation Agenda for 2017 to 2019
- St. Petersburg 28th September 2010 – no time limit but now proposing a new Road Map for 2017 to 2020
- Wuhan (China) 5th September 2016 for 3 years

International Delegations

The International Relations Unit organises and manages a large number of major delegations to Dublin. Requests come from other Cities, Irish and other embassies and national governments. They provide an opportunity to promote Dublin and to learn from other Cities.
International Conferences

The attraction of International conferences and events is one of the key economic pillars for the City. Dublin was the 18th top international destination for conferences and conventions in 2015. Bringing in international conferences helps position Dublin globally as a gateway for Ireland and Europe. It helps promote the city and the region, it helps support the tourism, hotel and hospitality sector in the city and it allows us build contacts for future project collaboration.

CONFERENCES SUPPORTED BY DUBLIN CITY COUNCIL

2016
Social Media Summit  
World GAA Games  
Media Con  
Connect 16  
Patients Classifications Systems Int.  
FIATA 2016 International Congress  
UPRISE Festival  
IWA – DCU  
Safe Ireland Summit

2017
Dublin Tech Summit  
Club Health 2017  
Venture Capital  
Social Media Summit  
Pendulum Summit  
World Congress on Women’s Health  
British Ocuplasty Society  
University Industry Interaction Network  
Global Digital Summit
Dublin Regional Enterprise Strategy

- Dublin is a strong tourism destination with an established reputation for its heritage, culture and quality of experience, benefitting from its accessible coastline and mountains to the east and south respectively.

- Tourism, as a very broad opportunity area, is comprised of several different sub-areas, including: accommodation, food and drink, leisure, cultural and entertainment activities, and retailing. Consequently, targeting this area will have broad benefits to enterprise and employment creation with every million euro of tourist expenditure supporting 29 tourism jobs, while the gains for wider economy are significant with every euro spent on tourism generating 23 cents in taxation.

- The Economic Development and Enterprise Strategic Policy Committee has established a Tourism Working Group that is assessing opportunities for, and potential barriers to, the growth of Tourism in Dublin city.
DECADE OF COMMEMORATIONS

Dublin City Council has allocated funding in excess of €700,000 each year to deliver events celebrating the decade of commemorations. These projects include the digitisation of the City Electoral Rolls for 1898-1915 and a number of exhibitions, lectures, and publications. To commemorate the Great War, the unique Monica Roberts Collection has been digitised and transcribed and is now available to view online in the fully-searchable Monica Roberts Collection Database. The Royal Dublin Fusiliers Association Archive and the Monica Roberts Collection form just part of Dublin City Public Libraries and Archive’s extensive material relating to the Great War.

Dublin City Council has also undertaken a new Decade of Commemorations public history project to run in the five administrative areas of Dublin City and at Dublin City Library & Archive, Pearse Street. Building on the success of the 2016 centenary commemorations of the 1916 Rising, which saw unprecedented numbers in the City engage with history, ‘Dublin Remembers: Is Cúimhin Linn’ aims to make history accessible and enjoyable for all. The project will involve six historians-in-residence working with the general public, community groups and schools in Dublin City.

Cruinniú na Cásca

“Cruinniú Na Cásca” is a new National day of culture, which will take place for the first time on Easter Monday, 17th April. Dublin City’s comprehensive line-up of events, programmed and broadcast by RTE, will feature outdoor musical performances, craft exhibitions, ethnic food stalls, funfairs and much more. Events will take place in four main venues across the City - Dublin Castle, Smithfield Square, Custom House Square and St. Stephen’s Green. The event will build on last year’s hugely successful Easter Monday, State Centenary Programme. The day of celebration, which is planned to become an annual event, will recognise Ireland’s rich culture and will be open to citizens of all ages. Dublin City Council is providing some funding to the 2017 event, with the bulk funded by the Department of Arts, Heritage, Regional, Rural & Gaeltacht Affairs and the Office of Public Works.
Dublin’s Culture Connects

Dublin City Council has allocated an annual budget of €750,000 to the delivery of the “Dublin’s Culture Connects” programme. This is delivered through a set of partnerships with cultural institutions, neighbourhoods and cultural practitioners including artists, and is developing capacity in all cultural sectors, delivering large scale projects, programmes and events. For example, the “National Neighbourhood” sees all eight National Cultural Institutions located in Dublin, working in specific City neighbourhoods and developing projects with local residents in areas as diverse as migration, local history, and across art forms such as spoken word, music, theatre, contemporary visual arts and dance. Tourists in Europe are now increasingly diversifying from well beaten paths in the City Centre to authentic local projects such as these, and as with all of the Arts and Cultural offering in Dublin they are part of the destination value of a Capital City.

Dublin City Cultural Strategy 2016 – 2021

This strategy sets out a Cultural Vision for Dublin City Council. The strategy specifies three overarching priorities, including ”Social, Economic and Tourism”. An action under this priority is that “Dublin City Council will seek to make appropriate increases in its annual expenditure for cultural provision based on the demonstrated proof of the economic, social, tourism and community development impact of cultural action emerging from all previous actions”.

Dublin.ie

Dublin.ie is the award winning City branding website for Dublin providing an extensive “Whats On” listing that reflects a wide range of events and festivals happening across the Dublin region of interest to locals and visitors to the City. Research shows that sites such as Dublin.ie are viewed by potential visitors to a city before they decide to visit a city. Dublin City events and major events in the other three Dublin local authorities such as the Mountains to Sea Festival, Book Festival, Skerries Trad Music Weekend, Fingal Film Festival, etc. are featured on the site along with many other smaller events. During 2017 further work will be carried out to ensure that all business, cultural, family events and festivals planned throughout the county are captured on Dublin.ie’s “Whats On” section.
# EVENTS – KEY ACTIONS

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tall Ships Regatta 2018</td>
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<tr>
<td>2</td>
<td>Bid for the Rugby World Cup 2023</td>
</tr>
<tr>
<td>3</td>
<td>Cruinniú na Cásca – develop and grow annual public celebration in Dublin</td>
</tr>
<tr>
<td>4</td>
<td>Implement 5 year Dublin City Events Strategy</td>
</tr>
<tr>
<td>5</td>
<td>Expand role in facilitating filming in the City</td>
</tr>
<tr>
<td>6</td>
<td>Host the European Football Championships in 2020</td>
</tr>
</tbody>
</table>
II ATTRACTIONS

HERITAGE

Dublin’s built and natural heritage is the core determinant of the City’s character and is a unique cultural asset, invaluable for our collective memory and identity, to be enjoyed by all the communities of the City, all Irish people and visitors. The role of the City’s heritage in providing an authentic urban landscape is important for city marketing, investment and tourism and is acknowledged as a key social, cultural and economic asset for the development of the City.

Dublin City Hall

Dublin City Hall on Dame Street is the political centre of Dublin City Council and the venue for meetings of the full Council and of all Council Committees. The building is an outstanding example of Georgian architecture. It was built between 1769 and 1779 by the Guild of Merchants as the Royal Exchange. In 1998 a programme of restoration took place which returned City Hall to its original Georgian configuration.

Tenement Experience at Henrietta Street

In April 2014, the Government announced a National Investment package of €22 million for infrastructural projects to mark the centenary of the 1916 Rising and other important commemorative events. One of the projects approved was the creation of a permanent “Tenement Experience” at Henrietta Street in Dublin City, based on the very successful and popular “pop up” and temporary Tenement Museum which was created at this location during last year to celebrate the centenary of the Workers Lock Out of 1913. The cost of this project is estimated to be €6 million.
Richmond Barracks
Richmond Barracks is a key site for many significant events in Ireland’s history and of particular significance to the period around 1916. The leaders of the 1916 Rising were interned and court-martialled within the barracks before being transferred to Kilmainham Gaol. It was also from here that soldiers, including the poet Francis Ledwidge, were transported to fight in World War 1. The immense potential to develop the Barracks as a visitor centre which will contribute to the historic, social and cultural life of the city and country has been recognised and the restoration of the Barracks has been funded as a national commemorative project. As part of the funding allocation it was acknowledged that the development of this site has the potential to transform a traditionally disadvantaged area of Dublin city.

The Hugh Lane Gallery
The Hugh Lane Gallery is a municipal gallery of modern and contemporary art operated by Dublin City Council and it is one of Dublin’s top visitor attractions, with annual visitor numbers now reaching 200,000. It houses the city collection of 2,052 fine artworks, along with items from the Francis Bacon and Harry Clarke Archives. The theme of the gallery programme for 2017 will be Migration, which will build on the 2016 centenary programme - Artist as Witness.

St Thomas’s Abbey Project
This project, led by Dublin City Council’s Archaeology Section, has three main aims which are to investigate a gap in knowledge regarding the history of the Abbey, to provide an archaeological research context for development lead archaeological investigations of the Liberties area and to raise awareness of the Abbey for authentic education, community and tourism in the Liberties area and beyond. The timeline for the delivery of the project is October 2017.

Dublin City Libraries and Archive
The Dublin City Libraries and Archive is home to a number of collections which attract large numbers of international visitors. These collections include Wide Street Commission 1688 – 1850, Irish Theatre Archive, Dublin Civic Museum, Royal Dublin Fusiliers Association Archive and Jacob’s Biscuit Factory Archive.

Parnell Square Cultural Quarter
A new cultural quarter for Dublin City - Parnell Square was announced in 2013. A new City Library will be built beside the existing world-class Dublin City Gallery, the Hugh Lane and will offer a range of creative, participative and educational experiences, united by a trinity of themes: Learn, Create and Participate. A civic plaza will connect the new City Library and cultural facilities, creating a new public space that those who live, work and visit Dublin can use, engage with and enjoy in the heart of the city.
The Temple Bar district extends from Fishamble Street in the west to Westmoreland Street in the east, and from the River Liffey in the north to Lord Edward Street-Dame Street-College Green in the south. From the early 1990’s, Temple Bar was the centre of a major Government led redevelopment project to create a cluster of cultural buildings and entertainment venues, with associated retail, markets and hospitality that has become the modern Temple Bar of today. Since 2013, the roles of the Temple Bar Cultural Trust in the areas of commercial and cultural property management and cultural programming have been absorbed by Dublin City Council.

Temple Bar is a thriving destination for local and international visitors, with all of the challenges and opportunities of multiple use in a confined area, with a distinct daytime and night time economy. Over the years, Temple Bar has been involved in major festivals such as Tradfest and has become home to cultural institutions of local, national and international remit, such as Project Arts Centre, Temple Bar Galleries and Studios and The Ark - the National Cultural Centre for Children. Temple Bar’s Viking and Medieval Heritage is well documented and the combination of hospitality sector, cultural destination and night time entertainment has made it a must-see stop for Dublin’s visitors.
Dublin has a proud heritage of parks and Dublin City Council is very conscious of this heritage. Conservation studies have been carried out on each of our historic parks and these are being implemented to showcase the City as an attractive, interesting and engaging City to visit. Improvements to visitor facilities such as interpretation, tearooms and toilets are on-going in parks such as St Patricks Park, Merrion Square Park, Mountjoy Square Park, Herbert Park, Blessington Street Park, Wolfe Tone Park, St Annes Park and other public spaces such as Smithfield.

While our parks accommodate many forms of passive and active recreation, from a visitors perspective, they also host an annual programme of events and animation from the Dublin Fringe Festival to Opera in the Open and pop-up cinema.

Even within the heart of the City and along walking trails such as the Dubline, there are small areas of green space popular for rest and relaxation. The Parks Service is actively identifying opportunities for ‘greening’ other urban spaces to enhance their attractiveness for those who live in and visit the City. These improvements are being implemented in conjunction with wider public realm improvements to streets.

The Parks Service has developed tearooms in its parks which are intended to enhance the visitor experience of the parks. These have been branded by Dublin City Council as “Seomra Tae” which signifies the fact that each Seomra Tae is operated by a small local business, offering quality ‘home’ and artisan produce.
Dublin City Council achieved UNESCO Biosphere status in 2015 and established a partnership with the stakeholders which have a statutory responsibility for activities around the bay. The UNESCO Biosphere status reflects the international environmental and scientific importance of the bay for wildlife conservation and the ambition of the stakeholders to ensure that people and economic development can support nature conservation and environmental enhancement. In 2016, Fáilte Ireland joined with Dublin City Council, Dublin Port Company, Dún Laoghaire-Rathdown and Fingal County Councils and the National Parks & Wildlife Service of the Department of Regional Development, Rural Affairs, Arts and the Gaeltacht in the Dublin Bay Biosphere Partnership.

Also in 2016, the Dublin Bay Biosphere Partnership developed an ecotourism initiative to provide guided ‘Biosphere Discovery Tours’ around Dublin Bay and linking Dublin Port with Dun Laoghaire and Howth harbours. This has enabled visitors to experience the natural, built and cultural heritage of the bay. Five guides were recruited and trained to deliver the Biosphere Discovery Tours onboard Dublin Bay Cruises from Friday to Monday until September 2016. Promotion included the distribution of 20,000 Biosphere Discovery Tour leaflets, 30,000 DLR Summer of Heritage Brochures and 130,000 Dublin Bay Cruises leaflets, as well as a social media campaign and features on the RTE Radio programmes Mooney Goes Wild and Seascapes. In 2016, 11,415 passengers experienced a Biosphere Discovery Tour. Passenger feedback (comment cards were provided) indicates that, before taking the tour, 90% did not know that Dublin Bay is a UNESCO Biosphere. The majority of passengers (72.3%) rated their satisfaction with the cruise as ten out of ten, with 96.5% of passengers rating it as eight out of ten or higher. This suggests that this initiative has been effective in raising awareness of Dublin Bay Biosphere, while also providing a highly enjoyable visitor experience.

Dublin Bay Biosphere Partnership has now procured an expanded three year programme of Biosphere Discovery Tours from 2017 - 2019.

Dublin City Council has carried out a feasibility study for an international standard visitor centre at the Bull Island to tell the story of Dublin Bay, its maritime history and the evolution of the Bull Island which is unique for its diversity of habitats and species. This ‘Discovery Centre’ would broadly promote the objectives of UNESCO, provide an interactive centre for visitor and community engagement, facilitate international research on climate change and communicate best practice in sustainability. From a tourist perspective there is nowhere in the Dublin region to interpret the natural heritage and unique biodiversity of Dublin City and the Discovery Centre would provide a new and distinct offering to tourists.
Dublin was appointed as the fourth UNESCO City of Literature in 2010, one of 20 UNESCO Cities of Literature worldwide. This designation is strengthened by Dublin’s four Nobel prize winners (Yeats, Beckett, Shaw and Heaney), a university of global distinction in Trinity College, a number of book festivals, the internationally prestigious Dublin Literary Award and the annual Dublin Literary Festival.

Dublin Mountains Partnership (DMP)

The DMP was established almost 10 years ago as a partnership between Dublin City Council, Dun Laoghaire Rathdown County Council, South Dublin County Council, Coillte, the National Parks & Wildlife Service of the Department of Regional Development, Rural Affairs, Arts and the Gaeltacht and a local mountains user group titled the ‘Dublin Mountains Initiative.’ This partnership has worked successfully to provide safe public access to the mountains for walking, hiking and mountain biking. New routes and linkages have been created in cooperation with private land owners and volunteer guides are in place to lead walks and guide people of all abilities. Work is on-going to provide greater opportunity for visitors to the City to avail of the walks and views in the Dublin mountains and this will involve collaboration with the private sector to provide a bus route from the City to alternative access and collection points in the mountains and foothills.
### ATTRACTIONS – KEY ACTIONS

<table>
<thead>
<tr>
<th></th>
<th>Action</th>
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<tbody>
<tr>
<td>1</td>
<td>Implement Parks Strategy</td>
</tr>
<tr>
<td>2</td>
<td>Markets Strategy – Implement the Markets Action Plan</td>
</tr>
<tr>
<td>3</td>
<td>Parnell Square Cultural Quarter</td>
</tr>
<tr>
<td>4</td>
<td>Creative Ireland</td>
</tr>
<tr>
<td>5</td>
<td>Progress feasibility study for the Dublin Bay Discovery Centre</td>
</tr>
</tbody>
</table>
Day to day, approximately half a million people move into and around Dublin City Centre including residents, workers, students, shoppers and visitors. Over two thirds of these people come into the City on public transport, on foot or by bike each day. In the City core itself, over 90% of people are on foot. To put this in context, around 90,000 people walk through College Green every day. By 2023, it is envisaged that 42,000 more trips into the City Centre will be made each morning. These people will continue to travel predominantly by public transport, walking and cycling. The opening of Luas Cross City will bring more people into the very heart of the City and will see a greater increase in pedestrians in the City Centre.

Dublin City Council recognises the need to improve the City environment, particularly for pedestrians. The Council is committed, over the next twenty years, to move towards a pedestrian focussed City core, where there is more space for pedestrians to move, to sit and linger and to interact with the City. This vision is outlined in ‘The Heart of the City’, the public realm masterplan for the City core. Already work has begun on the flagship project for College Green, and the important connecting streets between Luas on O’Connell and Marlborough Streets. The City is committed also to encouraging people of all ages and abilities to visit the City Centre. It is known that fewer young and elderly people come into the City Centre. A snapshot of Dame Street showed less than 5% on the street were aged under 20 and over 64 years.

The improvements to the City’s public realm, envisaged in the masterplan, will deliver the vision for Dublin’s City core as a top class national and international destination, which is easy, comfortable and enjoyable to move within, is attractive and lively, and offers a high quality experience for visitors, workers and residents.

### STATISTICS

In 2016 of the 202,001 people crossing the canal in the morning:

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Publin Transport</td>
<td>48.6%</td>
</tr>
<tr>
<td>Car</td>
<td>32.1%</td>
</tr>
<tr>
<td>Walked</td>
<td>10.6%</td>
</tr>
<tr>
<td>Cycled</td>
<td>6%</td>
</tr>
</tbody>
</table>

A 2014 Retail Study showed that of c.1,600 shoppers surveyed:

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publin Transport</td>
<td>60%</td>
</tr>
<tr>
<td>Car</td>
<td>19%</td>
</tr>
<tr>
<td>Foot</td>
<td>17%</td>
</tr>
</tbody>
</table>

The same study showed:

- only 1 euro in 5 was spent by shoppers arriving by car
- 3 euros in 5 were spent by shoppers arriving by public transport
Coca Cola Dublin Bike Scheme

The Dublin Bike scheme was launched in 2006 and has been an unprecedented success, with bikes being widely used by residents and visitors alike. There are now 101 bike stations, 1,500 bikes and 70,141 registered bike users.

<table>
<thead>
<tr>
<th>Current Valid Long Term Subscribers</th>
<th>Short Term Subscribers (YTD)</th>
<th>Journeys (YTD)</th>
<th>Journeys (since launch)</th>
</tr>
</thead>
<tbody>
<tr>
<td>68,074</td>
<td>17,798</td>
<td>4,355,437</td>
<td>17,767,766</td>
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</table>

Average Duration of Journey (YTD) | Percentage of Journeys Free (YTD) | Busiest Usage Date Ever | Journeys on Busiest Day |
<table>
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<tbody>
<tr>
<td>15 Mins</td>
<td>96%</td>
<td>16/9/2016</td>
<td>18,041</td>
</tr>
</tbody>
</table>
SAFETY

Dublin City Council is committed to assisting An Garda Síochána in tackling crime, the causes and consequences of the drugs crisis and to improve the related perception of anti-social behaviour, which can affect the City experience for both residents and visitors. The following structures are facilitated by Dublin City Council to help to address these issues:

High Level Group on Street Issues

This group is made up of senior officials including an Assistant Garda Commissioner, Dublin City Council Assistant Chief Executive, Head of the Dublin Region Homeless Executive and representatives from the Drugs Addiction Service in the Health Services Executive. The group was established in 2014 and meets monthly. Its objective is to promote ongoing co-ordination at different levels between the key senior officials of the Statutory Agencies involved and responsible for addressing the problems caused by a cohort of people frequenting the main streets of Dublin City (with issues around drug/alcohol abuse, begging or homelessness), as well as create an enhanced sense of safety in Dublin City and its environs.

Dublin City Joint Policing Committee

In 2006, Joint Policing Committees were established in Dublin City. Given its scale and size, this consisted of both a Citywide Joint Policing Committee and five Area Subcommittees corresponding with the five operational areas of the City Council. Guidelines for the operation of these committees, originally issued by the Department of Justice and Equality, now come under the remit of the Policing Authority, set up in January 2016. The main purpose of these committees and subcommittees is to provide a forum whereby a Local Authority, the Senior Garda personnel responsible for the policing of that area, with participation from Local Authority members, Oireachtas members and community/business interests can consult, discuss and make recommendations on matters affecting the policing of the area, including tourism.

Dublin City Centre Business Forum

This forum was established in October 2014 with the objective of developing greater interaction and communication between the Business Sector, Local Government and Policing services to enhance the image of the city centre, promote tourism, events and festivals, address traffic and parking (discuss bye-laws and regulations, where appropriate) and street issues (drug/alcohol abuse, begging, homelessness etc.) impacting the business community. The Forum meets every six weeks.
PLANNING

Visitor Accommodation

Approved accommodation in Dublin is dominated by hotels, of which there were 148 in 2015, providing some 41,816 bedspaces (in 18,531 bedrooms). The hotel stock is predominantly in the 3-star and 4-star classification (together they account for 87% of bedspaces), while most of the remainder are in the 5-star category.

It is estimated that there is a combined capacity of some 5,545 additional hotel bedrooms in the pipeline for Dublin, likely to come on-stream between 2016 and 2020, 3,796 in new hotels and 1,749 in extensions to existing hotels. The overall picture, however, is very fluid with projections changing from week to week, with new projects added, existing ones becoming unlikely or scales changing. The situation is monitored on an ongoing basis to assess the need for possible policy interventions.

Tourist Accommodation - Planning permission granted in Dublin City
PUBLIC REALM

In 2016, Dublin City Council launched a plan for improving the streets and public realm in the City Centre which is also the historic and business district of the City. This ‘masterplan’ sets out a phased approach to public realm improvements over a 15 year period, with a number of high profile projects such as the Grafton Street quarter, College Green and Temple Bar to be delivered in the first phase. A high-quality public realm makes a more attractive place to live, work and visit, and provides for an improved quality of life for all. Such a public realm can have a very positive impact on Dublin’s competiveness with other city regions internationally, both for tourism and for investment.

Dublin City Neighbourhood Awards

This annual award scheme is run by Dublin City Council to acknowledge the selfless work which is carried out across the City by individuals, communities, businesses and schools. Entrants go to great lengths to improve and enhance their neighbourhoods and the competition is used to foster a sense of civic pride, place and community and to promote environmental awareness. Strong emphasis is placed on traditional values and community effort. Measures taken by entrants to control litter and graffiti, the organising of socially inclusive community events and working in partnership with Dublin City Council, all contribute to high marks. The ultimate aim of the competition is to achieve a cleaner, greener environment and attractively presented local areas that will benefit all city residents and visitors.

Dublin Orientation Project

Dublin City Council is partnered with Failte Ireland, the National Transport Agency, Dun Laoghaire-Rathdown and Fingal County Councils to design a methodology to guide visitors in, around and out of the city using information portals and a suite of orientation signage. This will consider best practice internationally and build on the success of the Dubline project.
Dubline

The Dubline is a unique cultural and heritage walking trail running across the City from Parnell Square, via Trinity College, to Kilmainham Gaol and Courthouse. The Dubline, jointly developed by Dublin City Council and Fáilte Ireland, connects places, people and stories and showcases Dublin’s rich heritage - enabling visitors to uncover many of the City’s hidden gems.

The Dubline has developed new standards for branding, interpretation, navigation, visitor information, greening and enhancements to public realm across the city. It also aims to provide tourists with the best way to trace the timeline of the City, from its origins to the present day as well as acting as a catalyst for engagement between Dublin City Council and Fáilte Ireland, the custodians of visitor attractions and other tourism and hospitality businesses in the City.

Projects which have been delivered along the route include twelve Interpretive Panels, which build on and complement existing signage, by providing an additional layer of information for the visitor to the City, sixty-eight street planters on High Street and Thomas Street, additional wayfinding, greening measures as well as branding in the form of lamppost banners. Additional public realm improvements are expected to commence shortly at St. Audeon’s Park, Peace Garden, Crane Street and Castle Street.

Wayfinding

Dublin’s Wayfinding System provides a simple navigational tool for pedestrians using the City. It provides a comprehensive and consistent directional wayfinding system across the city centre and beyond, containing essential local information to help and encourage people to walk around and explore the City. Based on a mapping system, it consists of a network of map panels, combination panels and fingerpost signs.

Dublin City Council officially launched the city’s Wayfinding Scheme in September 2011. It has since been extended on a number of occasions and now extends from Kilmainham to Dublin Docklands and from the Royal Canal to the Grand Canal. This system places the focus on civic, cultural and social destinations, with a particular emphasis on visitor destinations. The fingerposts and maps have proved very successful and have played an important part in enhancing the ability of people to move around the city and to easily locate destinations.

There is constant demand to expand the physical scope of the scheme within the Inner City and beyond the canal ring, as well as frequent requests to include new destinations on the existing system, which the City Council always endeavours to satisfy. The cost of the scheme to date is in the region of €1 million.
<table>
<thead>
<tr>
<th></th>
<th>Key Action</th>
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<tbody>
<tr>
<td>1</td>
<td>Public Realm Strategy - placemaking</td>
</tr>
<tr>
<td>2</td>
<td>Visitor accommodation targets</td>
</tr>
<tr>
<td>3</td>
<td>Expansion of Dublin Bike Scheme</td>
</tr>
<tr>
<td>4</td>
<td>Expansion of the Dubline route</td>
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<tr>
<td>5</td>
<td>Expand signage in conjunction with Fáilte Ireland and the other Dublin Local Authorities</td>
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</tbody>
</table>
APPENDIX 1

REGIONAL COLLABORATIONS

<table>
<thead>
<tr>
<th>Biosphere partnership</th>
<th>Dublin Mountains partnership</th>
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<tr>
<td>Dublin Orientation Project</td>
<td>Dublin Regional Enterprise Strategy</td>
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ACTION PLAN FOR JOBS: DUBLIN 2016 - 2018

Action 16: Review LECPs and identify a small number of specific areas that lend themselves to a coordinated approach ensuring efficient use of collective resources and potential for greater impact on job creation - e.g. Retail, Dublin Food Chain, public wi-fi, tourism, entrepreneurship in schools, and events & festivals.

Action 76: Develop an integrated settlement and transport strategy for the Dublin Strategic Planning Area as part of the EMRA Regional Spatial and Economic Strategy to deliver a high quality urban location offering a compelling proposition for people to live, work and play, for business investment and entrepreneurship, and that delivers an authentic and differentiated tourism offering which leverages Dublin’s natural advantages as an attractive historic city.

DUBLIN CITY DEVELOPMENT PLAN 2016 – 2022

Policy CEE4: (ii) To promote an internationalisation strategy building mutually-beneficial economic and other links with key cities globally to encourage investment and tourism etc. in Dublin.

Policy CEE12: (i) To promote and facilitate tourism as one of the key economic pillars of the city’s economy and a major generator of employment and to support the provision of necessary significant increase in facilities such as hotels, apart hotels, tourist hostels, cafes, and restaurants, visitor attractions, including those for children.

Policy CEE12: (ii) To promote and enhance Dublin as a world class tourist destination for leisure, culture, business and student visitors.

Policy CEE12: (iii) To promote and facilitate the optimum benefits (including international marketing benefits) to the city of the Convention Centre Dublin, as well as all other major existing and future visitor attractions.

Policy CEE13: (i) To work with Failte Ireland and other stakeholders, to deliver on the ambitious targets set out in ‘Destination Dublin’ – A Collective Strategy for Growth to 2020; (Grow Dublin Taskforce, including aim to double the number of visitors by 2020).

Policy CEE13: (ii) To support the preparation, adoption and implementation of a strategic regional plan for tourism for the Dublin City region, to provide a framework for the sustainable and efficient provision and management of tourism across the region.
### Dublin City Development Plan 2016 – 2022

<table>
<thead>
<tr>
<th>Policy</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Policy CEE14:</strong></td>
<td>To recognise that many of our key tourist attractions are in regeneration areas with challenges of dilapidated buildings, vacant sites, and public domain in need of improvement; and to develop projects such as Dubline that will address these challenges.</td>
</tr>
<tr>
<td><strong>Policy CEE18: (iv)</strong></td>
<td>To recognise the major economic potential of the café/restaurant sectors, including as an employment generator, making the city more attractive for workers, residents and visitors.</td>
</tr>
<tr>
<td><strong>Policy CEE23: (iii)</strong></td>
<td>To recognise that Dublin Port is a key economic resource, including for cruise tourism and to have regard to the policies and objectives of the Dublin Port Masterplan.</td>
</tr>
<tr>
<td><strong>Policy CEE23: (ii)</strong></td>
<td>To promote the Docklands as one of the city core economic generators, including as a destination for tourist/visitors and international conferences and to implement the economic–related policies of the Docklands SDZ.</td>
</tr>
<tr>
<td><strong>Policy CEE23: (iv)</strong></td>
<td>To recognise the economic potential of the Georgian quarters whether as visitor attractions or unique places to live or work in, as set out, for example, in “The Future of the South Georgian Core” (Dublin City Council 2012).</td>
</tr>
<tr>
<td><strong>Policy CHC12</strong></td>
<td>To promote tourism in the medieval city and suburbs.</td>
</tr>
<tr>
<td><strong>Policy CHC21</strong></td>
<td>Dublin City Council recognises the exceptional archaeological, architectural and historical significance of the St. Sepulchre’s Palace complex (Kevin Street Garda Station) and will work with all stakeholders and interested parties to develop a Conservation Plan to safeguard the future of St. Sepulchre’s, identify appropriate future use(s) that reflects its historic and architectural importance and unlock the cultural tourism potential of the site in the context of the cathedral quarter and the historic city.</td>
</tr>
<tr>
<td><strong>Policy CHC31</strong></td>
<td>To develop a 1916 Historic Quarter, including Moore Street, with its National Monument and historic terrace, an appropriately developed street market, the GPO and Parnell Square, creating an integrated historic, literary and commercial focus for the north city centre and providing potential for tourism and to prepare a Development Brief for the Moore Street Area which addresses the above.</td>
</tr>
<tr>
<td><strong>Policy CHC43</strong></td>
<td>To protect and improve the city’s cultural tourism amenities and the natural and built environment that forms the basis of Dublin city’s attractiveness for tourists, including niche tourism products.</td>
</tr>
</tbody>
</table>
### DUBLIN CITY DEVELOPMENT PLAN 2016 – 2022 - Objectives

<table>
<thead>
<tr>
<th>Objective SC08</th>
<th>To prioritise the redevelopment of College Green as a pedestrian friendly civic space, including the pedestrianisation of Foster Place.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective SC10</td>
<td>To review the Pedestrian Wayfinding System in consultation with the Department of Transport, Tourism &amp; Sport, Dublin Tourism, national cultural institutions and other civic interests in order to ensure the provision of appropriate signage for the principal places of interest in the city.</td>
</tr>
<tr>
<td>Objective SC19</td>
<td>To promote the development of a network of active, attractive and safe streets and public spaces which are memorable, and include, where appropriate, seating, and which encourage walking as the preferred means of movement between buildings and activities in the city. In the case of pedestrian movement within major developments, the creation of a public street is preferable to an enclosed arcade or other passageway.</td>
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*Parnell Square Cultural Quarter*
<table>
<thead>
<tr>
<th>LECP Objectives</th>
<th>Action</th>
<th>Lead</th>
<th>Partners</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.2 Ensure the sustainable provision of the key infrastructural requirements of the city, sufficient to cater for a growing population, and long-term capacity needs.</td>
<td>Support the provision of new public WiFi initiatives for Dublin City.</td>
<td>Dublin City Council</td>
<td>2017</td>
<td></td>
</tr>
<tr>
<td>4.3 Improve the quality of Dublin City's environment through the delivery of services in a sustainable manner, recognising local, regional and national responsibilities and implications.</td>
<td>Implement objectives of the Litter Management Plan 2016 – 2018 including the extension of the pilot roll out of Smart Bins.</td>
<td>Dublin City Council</td>
<td>2017</td>
<td></td>
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</tbody>
</table>

5.1 Maximise the use of available facilities, community venues and public space across the City to encourage healthier communities.

- Engage with and support Waterways Ireland in maintaining and developing our city canals as a tourist and leisure amenity.
- Implement the Public Realm Masterplan Programme.
- Carry out feasibility study for Discovery Centre Bull Island and procure design team to progress planning.
- Implement Conservation Plans for historic parks.
- Promote the use of the Canal through Tourism and Sporting Activities.

<table>
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<tr>
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<th>Waterways Ireland</th>
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<td>Dublin City Council</td>
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</table>

DUBLIN CITY LOCAL AND ECONOMIC COMMUNITY PLAN 2016 - 2022

PRODUCT/EXPERIENCE DEVELOPMENT

DUBLIN CITY COUNCIL TOURISM STATEMENT OF STRATEGY AND WORK PROGRAMME 2017 - 2022
### LECP Objectives

#### 6.1 Promote the development of the creative industries, bringing together individuals, organisations and businesses for the development of the sector.

- **Action**: Support creative industries through the provision of a Design Centre and music performance space as part of the new Library in Parnell Square Cultural Quarter.
- **Lead**: Dublin City Council
- **Partners**: 
- **Timeframe**: 2017

- **Assist groups with the development of local heritage projects.**

#### 7.1 Identify and support growth sectors

- **Action**: Monitor the number of planning applications approved for tourist accommodation.
- **Lead**: Dublin City Council
- **Partners**: 
- **Timeframe**: 2017

#### 7.3 Work to maximise the benefits of key developments to local communities

- **Action**: Progress the redevelopment of the Wholesale Fruit and Vegetable Market.
- **Lead**: Dublin City Council
- **Partners**: 
- **Timeframe**: 2017

#### 10.2 Promote walking and cycling facilities and initiatives to create healthy neighbourhoods

- **Action**: Expand the Coca-Cola Zero dublinbikes Scheme.
- **Lead**: Dublin City Council
- **Partners**: 
- **Timeframe**: 2017

- **Develop proposals for College Green Traffic Management Measures and Civic Space.**

#### 12.1 Build mutually beneficial economic and other links with key cities globally, while also continuing to bid for and host leading international events and festivals

- **Action**: Support and promote “dublin.ie” as the primary online source of information on Living, Learning, Working and What’s On in the Dublin region.
- **Lead**: Dublin City Council
- **Partners**: 
- **Timeframe**: 2017
<table>
<thead>
<tr>
<th>LECP Objectives</th>
<th>Action</th>
<th>Lead</th>
<th>Partners</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.3 Enhance participation in arts and cultural activities and events with access for all</td>
<td>Implement the Dublin City Council Cultural Strategy 2016 – 2021. Promote culture and arts through a Parks Events programme in the City.</td>
<td>Dublin City Council</td>
<td></td>
<td>2017</td>
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<tr>
<td>6.4 Promote the Decade of Commemorations in the City</td>
<td>Continue to host Dublin City Council’s Decade of Commemorations.</td>
<td>Dublin City Council</td>
<td></td>
<td>2017</td>
</tr>
<tr>
<td>12.1 Build mutually beneficial economic and other links with key cities globally, while also continuing to bid for, and host, leading international events and festivals</td>
<td>Develop and implement a five year Events Strategy for the City. Collaborate with Fáilte Ireland to support and attract major international events and festivals which position Dublin as a key festival city. Collaborate with Fáilte Ireland, the Dublin Convention Bureau and other partners to attract and support business events and conferences to Dublin</td>
<td>Dublin City Council</td>
<td>Fáilte Ireland</td>
<td>2017</td>
</tr>
</tbody>
</table>
**LECP Objectives**

12.1 Build mutually beneficial economic and other links with key cities globally, while also continuing to bid for, and host, leading international events and festivals

<table>
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<tr>
<th>Action</th>
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<th>Partners</th>
<th>Timeframe</th>
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<tbody>
<tr>
<td>Promote Dublin through the UNESCO Dublin Bay Biosphere designation and its links through the world network of Biosphere Reserves.</td>
<td>Fáilte Ireland</td>
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<td>Promote Dublin as UNESCO City of Literature showcasing literary attractions such as One City, One Book; Words on the Street; and Bram Stoker Festival.</td>
<td>Fáilte Ireland</td>
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<td>Promote Dublin UNESCO City of Literature by liaising with other members of the UNESCO Creative Cities Network (UCCN).</td>
<td>Dublin City Council</td>
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<td>2017</td>
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<td>Continue the international reach and influence of Dublin through the International Dublin Literary Award.</td>
<td>Dublin City Council</td>
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<td>Promote the Dublin Festival of History to maintain connections with the Diaspora, international authors, tourists and Irish Citizens.</td>
<td>Dublin City Council</td>
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<tr>
<td>Build an alliance and develop actions with business, state agencies, third level institutions and other key stakeholders to raise Dublin’s international profile.</td>
<td>Dublin City Council</td>
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