



Keelin Fagan

Head of Dublin
Fáilte Ireland

- 
1. **10 Year Vision**
 2. **Dublin Update**
 3. **New Governance Structure**
 4. **2018 Key Priorities**

10 Year Vision for Tourism

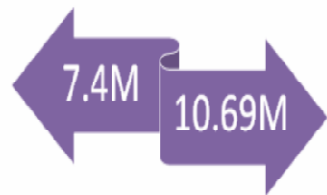




Ambition

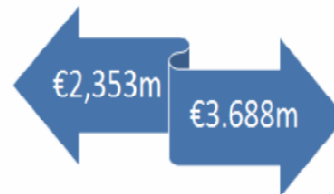
To maximize the sustainable
economic & social contribution
from tourism to Dublin city &
county

Targets – draft



VOLUME
2016 - 2028

2017 Estimate: (Includes Overseas, Domestic & Northern Irish)



REVENUE
2016 - 2028

2017 Estimate: (Includes Overseas, Domestic & Northern Irish)



JOBS
2016 - 2028

2017 Estimate: (Includes Overseas, Domestic & Northern Irish)



Dublin Region Update

3 Key Strategic Pillars 2016-2020

1. Enhance Trade Capability
2. Develop & Enhance Visitor Experiences
3. Establish & Improve Awareness of Brand Dublin

Dublin
A Breath of Fresh Air

INDUSTRY ENGAGEMENT PROGRAMME



Fáilte Ireland
National Tourism Development Authority

MANAGEMENT DEVELOPMENT PROGRAMME FOR VISITOR ATTRACTIONS DUBLIN CITY AND COUNTY

Are you moving from survival mode to identifying new opportunities?
Do you wish to develop both your business and your management capabilities?
Do you want your attraction to lead in relation to best practice for interpretation?
Visitor attractions are central to the delivery of on-the-ground experiences in Dublin as they allow visitors to immerse themselves in the surroundings, interact with people, engage the senses and hear the history, stories and culture of the place with this in mind, Fáilte Ireland has designed a Management Development Programme specifically for Visitor Attractions.

The programme includes workshops and site visits in Edinburgh (Scotland) to benchmark international best practice. As part of an MBA programme, you will be provided with key management tools and techniques geared specifically towards...

Well the Development Programme Visitors may be...

THE PROGRAMME AT A GLANCE

May 2016 to November 2016

WORKSHOPS PROGRAMME COACHING SPECIALIST MENTORING NETWORKING INTERNATIONAL BEST PRACTICE SITE VISIT

There are a number of components to continuously support you through the programme:

Workshops in Dublin	International Benchmarking Site Visit to Edinburgh	1:1 On-site Mentoring
Introduction and Insights from World Class Visitor Experiences	May 17th	
Strategic Marketing	May 24th	
Leading High Performance Teams	June 14th	
Business Planning (1) and Selling Your Attraction Online	September 13th	
Business Planning (2) and Strategic Human Resource Management	October 4th	
International Benchmarking Best Practice Site Visit	October 10th - 12th	
Innovation and Selling Internationally	November 9th	
Project / Business Plan Presentation and Graduation	November 29th	

Please: Dates may be subject to change but we will endeavour to provide adequate notice of any changes.
All workshops will take place in Dublin with the exception of the International Benchmarking Best Practice Site Visit to Edinburgh. Participants must attend all of the 3 workshops to participate in the International Site Visit.
The programme is facilitated by international consultants, university lecturers, Fáilte Ireland specialists and other experienced and knowledgeable industry leaders in tourism.

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Dublin
A Breath of Fresh Air

Dublin Network Event - Saturday

2016 Wake-Up Call! Breakfast Briefing

Date: Wednesday, the 11th of May, 2016
Time: 14:00 to 16:00 (registration from 13:30 with k...
Venue: The Lady Chapel, Saint Patrick's Cathedral
[Click here for directions](#)

An invitation to this networking event will issue shortly.

Breakfast Briefing Making the Most of the Mobile Market

Join us for the next in our series of Breakfast Briefings Thursday, April 28th, at the Radisson Blu Royal Hotel, 8 Golden Lane, Dublin 2

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DUBLIN CHAMPIONS





PILLAR 2

DEVELOP & ENHANCE VISITOR EXPERIENCES



Bram Stoker Festival



NEW YEAR'S FESTIVAL DUBLIN



31st Dec & 1st Jan

NYFDublin.com



Comhairle Cathrach
Bhailé Átha Cliath
Dublin City Council

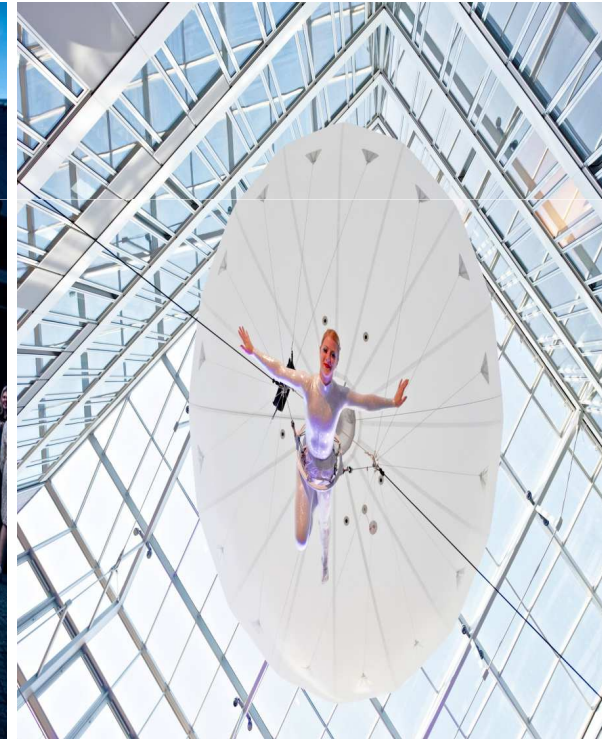


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**NYF
DUBLIN**
New Year's Festival

Midnight Moment Matinee

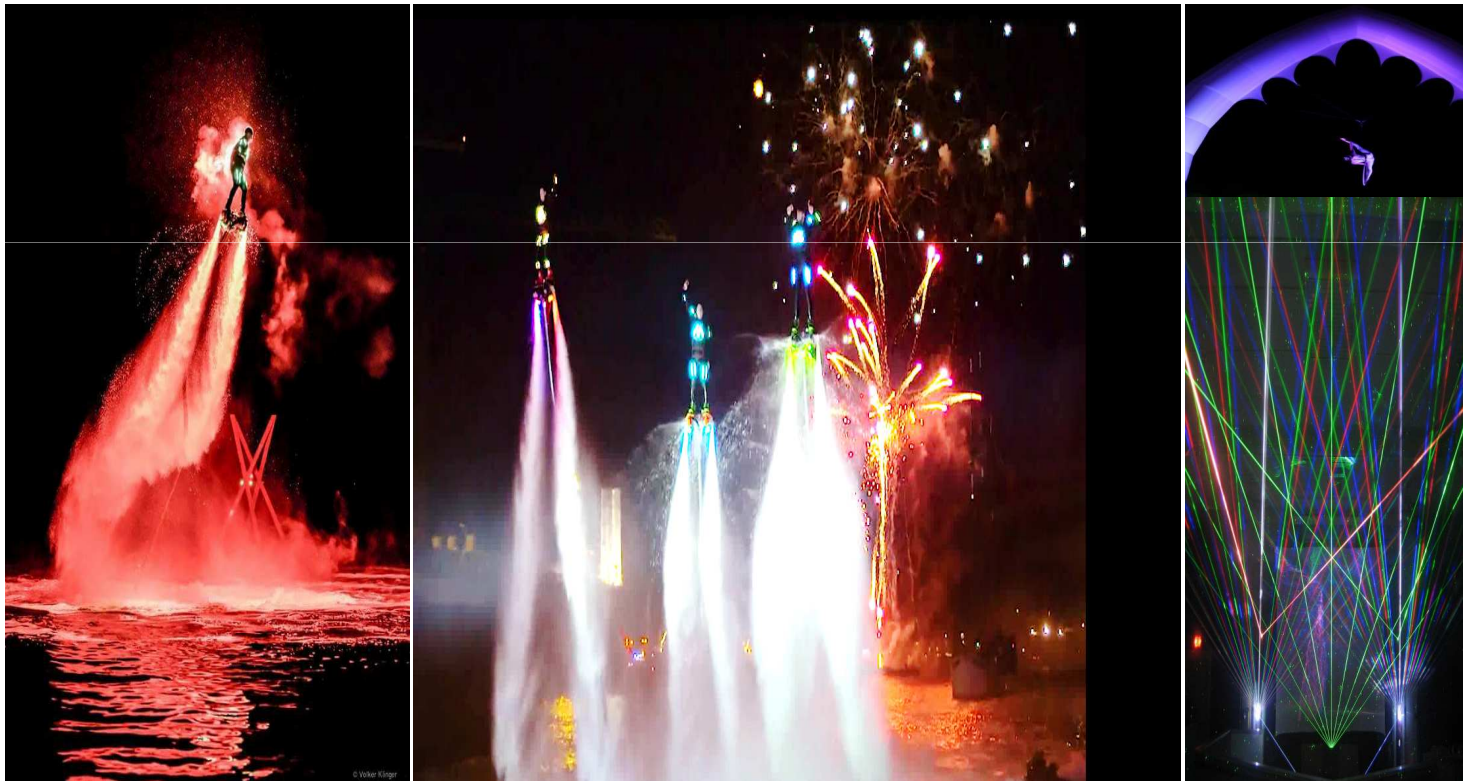


3 Countdown Concert

KODALINE



Liffey Lights Midnight Moment

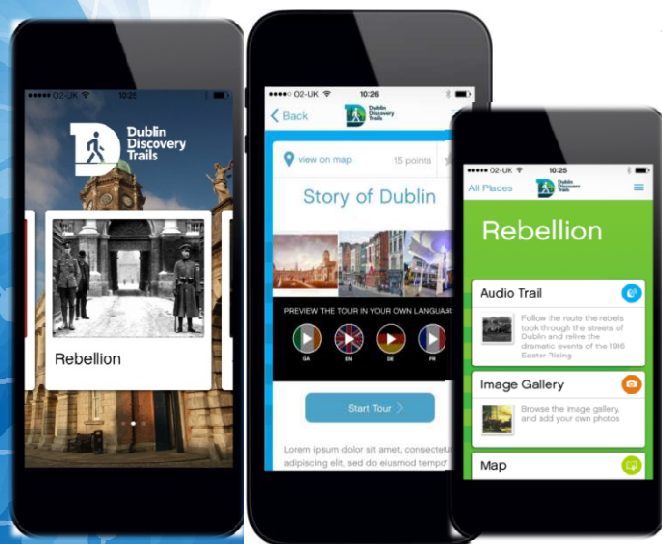


3 New Year's Day Family Celebration



EXPERIENCE DEVELOPMENT

Discovery Trails – Self Guided Walking Trails



Dublin's Northside
Iconic Sights, Hidden Highlights

Dublin's Northside
Inspiring Spaces, Hallowed Places

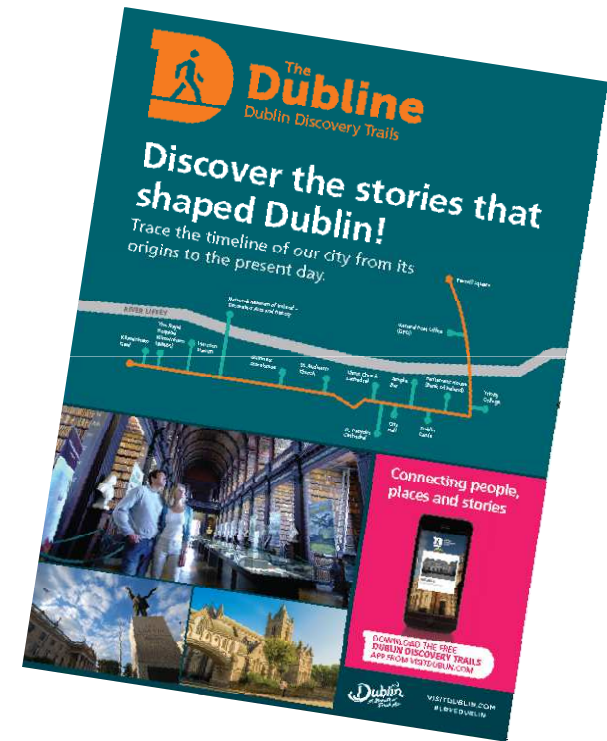
Story of Dublin

Rebellion

Echoes of War

Empire

The Real Dublin



TALKING STATUES



Fáilte Ireland

Supports UNESCO City of Literature

•Top Recording talent includes

Brendan Gleeson,

•Ruth Negga,

•Andrew Scott,

•Gabriel Byrne





Grant Scheme for Large Tourism Projects

- €65m for investment to develop new, or boost existing, tourism experiences and attractions across Ireland
- Capital grants in excess of €200k and up to a maximum of €5m will be available
- 2017 Large Capital Grant Scheme – Dublin Stage 1 Passes:
 - Dublin Mountains Visitor Centre
 - Little Museum of Dublin
 - The Vaults, John's Lane

19 January 2018

Dublin Capital Funding Projects

Recent Capital Projects

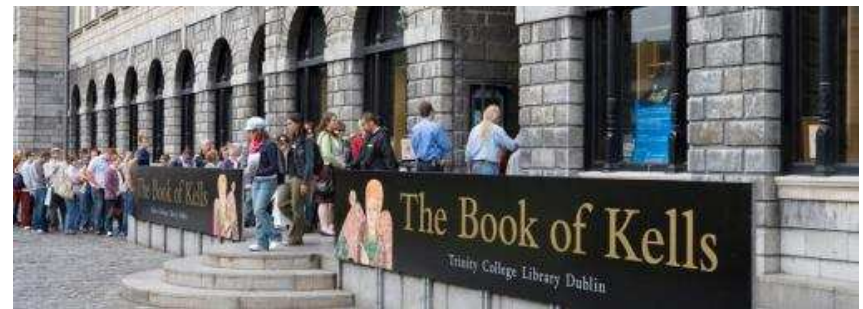
- St Patrick's Cathedral
- Dublinia
- Smock Alley
- Irish Whiskey Museum



Dublin Capital Funding Projects

Ongoing Capital Projects

- Ulysses Centre – Newman House
- Trinity College & the Book of Kells



Dubline Capital Projects



Sráid San Proinsias
Francis Street →
An Margadh Nua
Newmarket →
Dublinia
Dublinia →
Ardeaglais Theampall Christ
Christ Church Cathedral →
Ardeaglais Phádraig
St. Patrick's Cathedral →



PILLAR 3

ESTABLISH & IMPROVE AWARENESS OF BRAND DUBLIN

Dublin's Positioning

“Dublin living thrives side by side with the natural outdoors so you can constantly jump between completely unique, different and often unexpected experiences”

Dublin
A Breath of Fresh Air



OVERSEAS SHOULDER SEASON CAMPAIGN



CAMPAIGN OVERVIEW

OBJECTIVE

To drive incremental visits to Dublin during the shoulder season
All activity will support the Dublin brand positioning

TIMING

Q4 2017
September 12th – December 31st

BUDGET

€2.5million

€1,232,688 million contribution from Fáilte Ireland and Key Stakeholders to be integrated with Tourism Ireland's already planned Dublin investment of €450k to create global activity of significant scale

AUDIENCE

CULTURALLY CURIOUS

SOCIAL ENERGERISERS

MARKETS

GREAT BRITAIN

MAINLAND EUROPE

USA

ACTIVITY

AIRLINE CO-OP

OTA

BRAND
BUILDING

PR

TOURISM IRELAND

NYF

GB

SPAIN

FRANCE

GERMANY

NORDICS





NEW GOVERNANCE STRUCTURE

New Tourism Co-Ordination Structure

Dublin Tourism
Co-ordination
Steering
Committee

Dublin Tourism
Co-ordination
Working Group
Committee

Dublin Tourism
Co-ordination
Industry
Consultative
Forum



Fáilte Ireland
National Tourism Development Authority



Role

Review and approve the long term strategic priorities for the development and marketing of Dublin as a tourism destination

Advocate and shape policy across the tourism agenda ensuring Dublin's continued growth by influencing all relevant state departments

Co-ordinate the efforts of all the relevant state agencies, city councils and relevant tourism bodies, allowing for greater coordination of aims and infrastructure across different organisations ensuring alignment on a shared strategic direction

Strategic Drivers

