DESTINATION DUBLIN
A Collective Strategy for Tourism Growth to 2020
The Challenge
The Challenge

Dublin's competitor set has grown by 5-8% each year for the last 5 years.
The Challenge

‘Dublin is traditional & boring. A dark, grey city’

GDT Research 2013
The Opportunity
### The Opportunity

Those visitors who visit Dublin, Really like it!

<table>
<thead>
<tr>
<th>2013 Visitor Attitude study</th>
<th>Good-Very Good</th>
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<tbody>
<tr>
<td>Overall Hotel experience</td>
<td>95%</td>
</tr>
<tr>
<td>Overall Friendliness of local people</td>
<td>99%</td>
</tr>
<tr>
<td>Overall Value for money</td>
<td>86%</td>
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<tr>
<td>Availability of things to see and do</td>
<td>98%</td>
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The Opportunity

However, there is a complete new story to Dublin
The Opportunity –
Dublin has a lot happening
The Opportunity

Dublin can increase visitor numbers by 2.6 million.

- 7% increase in visitor numbers
- 8.6% increase in visitor spending
- Growth in employment of 19,600
- Additional overseas revenue of €1.19 billion
The Opportunity

Growing tourism in Dublin, is good for Ireland.

58% of all overseas visitors, spend at least 1 night in Dublin

Rises to 65% among overseas holidaymakers
On Balance

Dublin is doing well, but to get to the next level of growth it needs to step it up.
Collaboration

A new way of working to achieve growth

Public Bodies

Industry Groups

Local Businesses
Collaboration

To deliver a new Visitor focused articulation of Dublin.

‘Dublin is the vibrant capital city, bursting with a variety of surprising experiences – where city living thrives side by side with the natural outdoors’
1. Developing a new brand for Dublin

Develop a new Brand Identity brief

- Need to address the brand positioning problem that Dublin is a traditional and boring place to visit
- Communicate our new brand promise to our new consumer segments
A Visitor Focused Strategy

Targeting

- Social Energisers
- Culturally Curious
- Cruise Visitors
- Event Visitors
- Conference & Incentive visitors
New Leisure Tourism Focus

Social Energisers

Culturally Curious
2. Bring Dublin to Life

Dublin has to deliver the new Brand promise
Dublin Now Project

Building on what we discovered in the 2013 Dublin Now Project
Delivering the Brand Promise:
2.1 New Festival development Programme

Destination Dublin: A Collective Strategy for Tourism Growth to 2020
2. Relish.
When it comes to brunches, Dublin pulls no punches. Head to The Exchequer for energy-boosting eats ranging from buttermilk pancakes to baked eggs with smoked sausages and crispy potatoes on toast. Yum. It's never too early for fish n' chips battered in light-as-a-feather Dunganvra blonde ale, either. Ireland and Leinster rugby star Gordon D'Arcy is a co-owner of Dublin's go-to gastro pub. 35 Exchequer Street; theexchequer.ie.

Delivering the Brand Promise: 2.2 Dublin City Plus

3. On Yee Bike.
Mock in your face, fire in your belly and nothing on your mind but making the next bend... welcome to Tleknock Mountain Bike trail. A short and sweet 8km loop pitched into the Dublin Mountains, this rollercoaster ride of hairpin bends, wicked boulders and technical rocky bits is just a half hour from the city centre. Ok, you have to cycle UP before you can enjoy bombing DOWN the trails, but that's life, isn't it? Besides, once you break free of the tree cover, the views over Dublin City are sensational. Bike rental from biking.ie.

4. The Holy Hatch.
Are you ready for Teddy's? Locals have been queuing for its fudge at Dan Loughaire's Holy Hatch for generations - as indeed, has a long list of Dublin celebs. Bonnie, Sinéad O'Connor and fictional rugby jock Ross O'Carroll Kelly ("The night's only cost you the price of a 99 - or two, if you pay for hers as well") amongst them. You can spot it with strawberries, smother it in sauce or plop it with sprinkles, but everyone knows Teddy's soft-serve is best enjoyed in a good, of-fashioned cone. 12 Windsor Terrace, Dan Loughair.

5. Cruise Control.
Whether you're hopping in bars, shopping till you drop or flying by the seat of your pants at a summer festival, it's easy to forget Dublin is a coastal city. You won't make that mistake after a 90-minute trip from Dan Loughaire with Dublin Bay Cruises. Sailing six times daily from March to October, the St. Bridget invites passengers to kick back and chill out as Napoleon's towers, reeking seabirds, ancient ruins, surprise seal colonies and perhaps even Dublin's very own dolphins drift by. It's the coast-est with the most-est. dublinbaycruises.com.

You'll have a sea dog's appetite after a Dublin Bay cruise, and The House is the place to slake it. Most visitors to Howth, where the cruise picks up and drops off, tend to eat at seafood restaurants on the West Pier. Locals in the know, however, head for the village - and in particular the historic house once owned by Captain Bligh (of 'Mutiny and the Bounty' fame). Modern Irish food is on the menu - think chicken and apple sausages, or pan-fried hake with crushed new potatoes - early birds are available, and a brand new bar dished up snacks and cocktails from 8pm. No murine's then, just cool heads, delicious drinks and a 28 minute Dart ride back into the city centre. thehouse-howth.ie.
Delivering the Brand Promise:
2.3 Dubline and Independence Trail

The Independence Trail will comprise of three looped routes: The Easter Rising, Ruling Dublin and Battles and Barracks. The specific routes have not be finalised.

Dubline Storymap is a trail through time, guiding you from College Green to Kilmainham.

The specific routes have not been finalised.
2.4 New digital platform
New Digital Platform:
Telling NEW Dublin Stories
3. Strengthen Dublin’s position as a Business tourism destination

- New Large Association Conference Fund
- New Corporate Incentive Meeting Programme
- New Corporate Ambassador Programme
4. Establish a Dublin Events Forum

- Initial Steps to attract Visitors to Dublin Events
- NEW Events Calendar - ‘365 Days on’
- ‘Dial up’ existing Festivals with overseas appeal
- To attract Major Sport & Cultural Events
- Collaborative Bidding
5. Establish a Cruise Dublin Forum

Initial Steps to attract Visitors to Dublin

Maximise Dublin’s Cruise Tourism infrastructure

Develop a marketing Plan to attract increased Cruise Traffic

Continue to maximise cruise tourism on shore spend

Collaborative approach to customer support
6. Establish the Grow Dublin Tourism Alliance

Building on

Grow Dublin Tourism Alliance

- Brand Guardianship
- New Visitor Experience Development
- Distinct Marketing of Dublin
- Social Energisers
- Culturally Curious
- Events Dublin Forum
- Business Tourism Programme Forum
- Cruise Dublin Forum

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6. Establish the Grow Dublin Tourism Alliance

• Q1 2014 will see the establishment of a new group called the Grow Dublin Alliance

• Group will be made up of private and public stakeholders from the greater Dublin area

• This group will work with private and public bodies on implementation of this plan

• The group will be formed within 6 weeks of the launch of the plan.