

## Fáilte Ireland Support For FESTIVALS

Fáilte Ireland has identified festivals as a key driver for tourism growth, particularly during off-season times. Investment in and business development support for festivals is helping to drive growth in the regions and entice both domestic and overseas visitors to different parts of the country in the off-peak season.

Fáilte Ireland also provides funding for local festivals through its 'Regional Festivals and Participative Events Programme', which has been managed by Local Authorities since 2018.

## Festival Funding IN DUBLIN (2018 & 2019)

Over the past two years, Fáilte Ireland has invested **€4,641,000** into the following national festivals in Dublin:

- |                                                     |                           |
|-----------------------------------------------------|---------------------------|
| ■ St Patrick's Festival Dublin                      | ■ Battle for the Bay      |
| ■ St Patrick's Day Celebrations (Skerries & Swords) | ■ Bloomsday               |
| ■ Bram Stoker                                       | ■ Dublin Theatre Festival |
| ■ New Year's Festival                               | ■ Dublin Horse Show       |
| ■ TradFest                                          | ■ City Spectacular        |
|                                                     | ■ Dublin Fringe Festival  |

Fáilte Ireland has also allocated funding of €131,000 to the local authorities to distribute to local festivals.

## New Festival IDEAS

As well as the range of major national festivals Fáilte Ireland supports, the '**Festival Innovation Programme**' was launched in 2018 to support unique and high tourism impact festivals and events which will stand out internationally. Festivals are encouraged to apply on our website: [www.failteireland.ie/festivalsandevents](http://www.failteireland.ie/festivalsandevents)

**€4.77m**  
Festival  
Funding in  
DUBLIN

## Upcoming Fáilte Ireland Initiatives FOR DUBLIN

### DUBLIN DOCKLANDS VISITOR EXPERIENCE DEVELOPMENT PLANS

Fáilte Ireland has initiated a number of **Visitor Experience Development Plans across the country**. These are 3-5 year commercial development plans for a region, which bring the public and private sector together to drive visitors and revenue to lesser known areas and attractions, especially in the off-peak season. Vitally, these plans will be delivered in a way that encourages visitors to spend more time in an area, without compromising the environment or culture of the region.

Fáilte Ireland is currently developing a plan for the Dublin Docklands with input from key stakeholders including Dublin City Council, Waterways Ireland, Dublin Port, Docklands Business Forum, EPIC The Irish Emigration Museum, CHQ, and Trinity College Dublin. The plan will encourage international visitors to immerse themselves in the area, learning about the vibrant Docklands history and enjoying the urban vibe of this modern and cultured locality.

### VISITOR ORIENTATION STRATEGY

**Orientation has been identified as a challenge for visitors to Dublin and with visitor numbers to the capital at record levels, it needs to be addressed.** Fáilte Ireland's research has found that getting around Dublin and navigating to key attractions and destinations outside Dublin city centre can be difficult for overseas visitors. These issues present the risk of the Dublin visitor experience not being optimised with the loss of potential tourism revenue.

In order to optimise the visitor experience for tourists to Dublin, and to ensure that areas outside the city centre can benefit

from tourism revenue, Fáilte Ireland has commissioned the development of a Visitor Orientation Strategy to examine and address shortcomings in visitor orientation across Dublin City and County. Fáilte Ireland is working with key partners including Dublin Airport, Irish Rail, Dublin Bus, National Transport Authority and local authorities to deliver this strategy, which will focus on delivering the Dublin tourism proposition: "Dublin living thrives side by side with the natural outdoors so you can constantly jump between completely unique, different and often unexpected experiences".

### DESTINATION TOWNS - OPEN FOR APPLICATIONS

Through Fáilte Ireland's Destination Towns initiative, every Local Authority in the country - including in Dublin - will be able to bid for funding of between **€250,000 and €500,000** to develop up to two towns in their area that have the potential to become a tourism hub.

The new scheme, which is now open for applications, will provide funding for the local authorities to enhance public spaces and attract more overseas visitors. The Dublin programme team is working closely with the councils on their funding submissions. The closing date for applications is September 2019.

### PLATFORMS FOR GROWTH INVESTMENT PROGRAMME

**Platforms for Growth** is Fáilte Ireland's new four-year capital investment programme worth **€150m**. The programme specifically targets product themes and types known as 'platforms', which have the greatest potential to grow tourism in Ireland. The first of the platforms to be launched is **Immersive Heritage and Cultural Attractions**, which will focus on developing world-class attractions that appeal to overseas visitors who are looking for hands-on experiences.

The programme will fund projects of scale (greater than €2.5million) and falls under the Government's Project Ireland 2040 strategy which supports sustainable growth in the Irish tourism sector to drive higher revenue and job creation around Ireland. Platforms for Growth is now open for applications until 17th July 2019 and a series of compulsory workshops will be held around the country. Find out more: [www.failteireland.ie/platformsforgrowth](http://www.failteireland.ie/platformsforgrowth)

## Developing Tourism in DUBLIN



**Fáilte Ireland**  
National Tourism Development Authority

Fáilte Ireland is the National Tourism Development Authority and is funded by the Government of Ireland through the Department of Transport, Tourism and Sport.

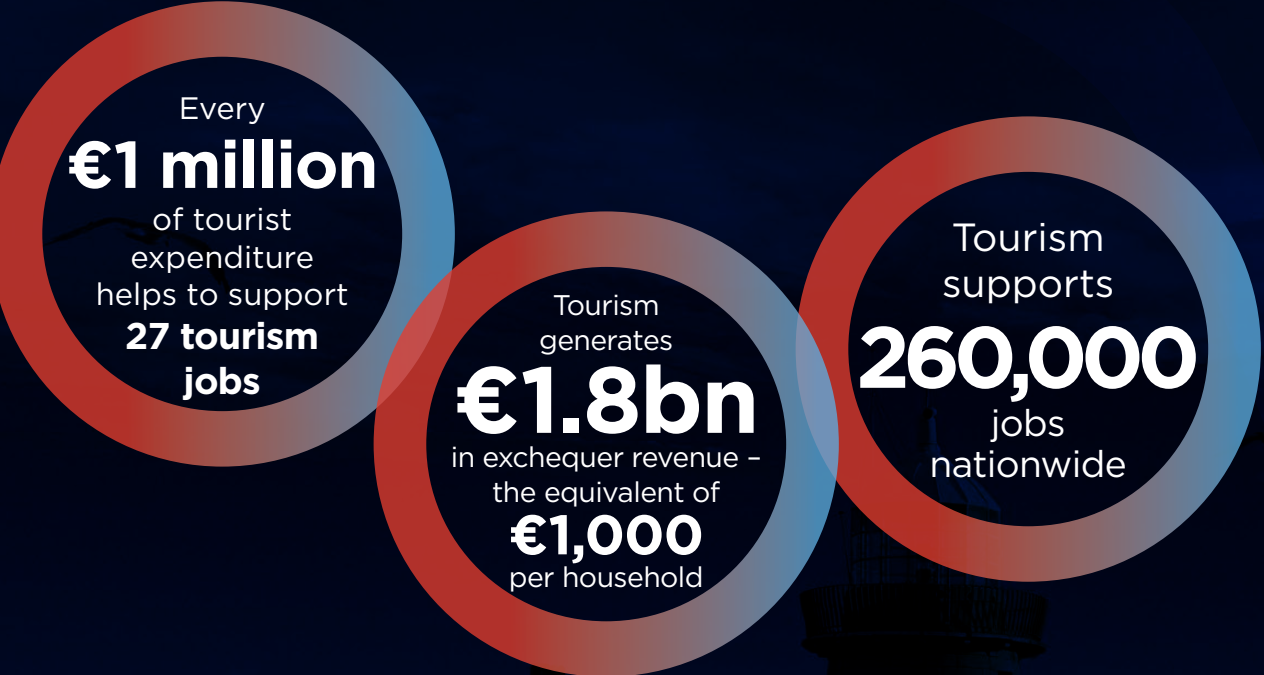


**Fáilte Ireland**  
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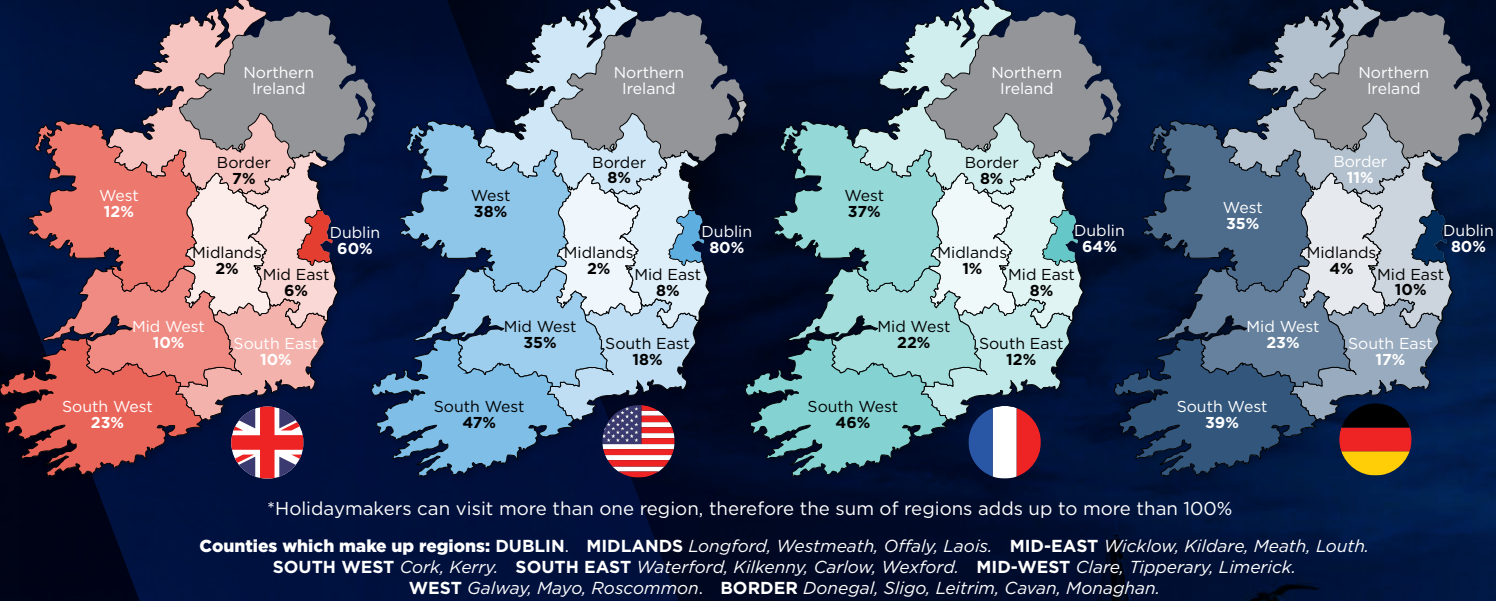
**Dublin**  
Surprising  
by Nature



# Tourism JOBS & REVENUE



# Regions Visited By KEY OVERSEAS MARKETS



# Fáilte Ireland Support for NATIONAL SCHEMES

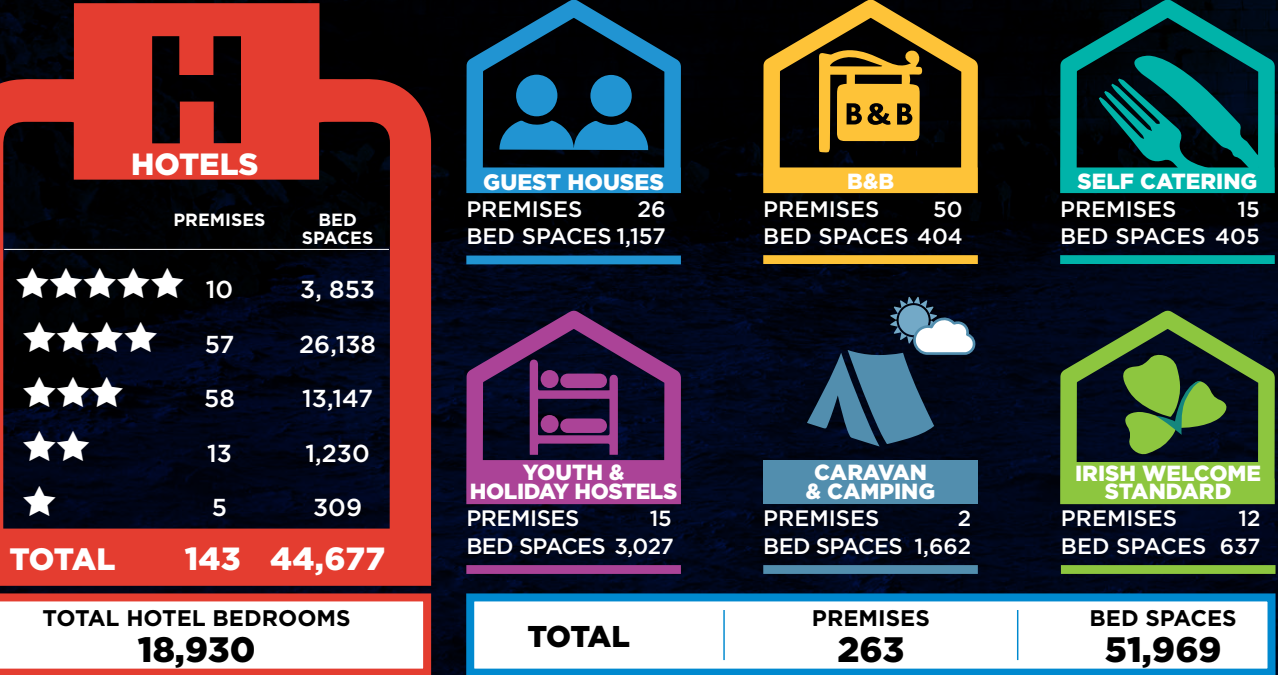
### Rural Regeneration & DEVELOPMENT FUND

Fáilte Ireland works closely with the Department of Rural and Community Development to deliver quality visitor experiences nationwide to ensure local communities can benefit from tourism growth, both economically and socially. Fáilte Ireland has partnered with its strategic partners Coillte on an applications under the Department's Rural Regeneration and Development Fund (RRDF):

### COILLTE: INTERNATIONAL MOUNTAIN BIKING PROJECT

This flagship national project will develop international standard Mountain Biking Centres which will provide recreational, health and tourism benefits. The locations include Ticknock and Ballinastoe in Dublin and Wicklow. The overall project, which will be delivered by 2022, was awarded a total of €10.26m including over €950,000 from Fáilte Ireland.

# Fáilte Ireland Registered DUBLIN ACCOMMODATION STOCK



In general, holidaymakers spend the largest portion of holiday nights staying in hotels (38%). Guesthouses/B&Bs are next most popular for overnight stays (21%). American and British holidaymakers favour hotels, while the French and Germans prefer guesthouse and B&Bs.

*\*Fáilte Ireland registered/approved accommodation*

# Projects funded through Fáilte Ireland CAPITAL INVESTMENT IN DUBLIN\*



Total project costs may change.  
\* Fáilte Ireland funded projects often include match funding from key partners such as local authorities, the Office of Public Works, Coillte and the National Parks & Wildlife Service.