

# Plans for 2020

## Core Programmes

### Visitor Orientation

- ▶ Implementation of key workstreams for visitor orientation programme
- ▶ Establishment of a branded tourism offering along Dublin's coastline
- ▶ Installation of gateway and discovery point signs at 10 locations along the Dublin Coastal Trail
- ▶ Improvements in wayfinding and onward journey information at Transport Hubs
- ▶ Integrated public transport map roll out

### Visitor Experience Development Plans

#### Docklands

- ▶ Development of integrated Famine experience
- ▶ Delivery of new saleable experiences
- ▶ Delivery of enhanced walking experience and wayfinding

#### Coastal and Mountains

- ▶ Commencement of two VEDPs in 2020

### Dublin Shoulder Season Campaign

- ▶ Continue to extend the season in Dublin by promoting it as a destination for a winter break with a focus on bednights
- ▶ International campaign targeting Great Britain and Germany for Dublin in the shoulder season launched in October 2019.

### Dublin Welcome Programme

- ▶ Continuation of the Dublin Welcome Programme planned with several partners to ensure visitors receive a great welcome across all touch points throughout their stay.

### Industry Engagement

- ▶ Meet with over 40 key stakeholders and industry, one to one throughout the year
- ▶ Work closely with our trade partners to deliver Fáilte Ireland's objectives: growing tourism revenue, regionality, job creation and support our trade to maximise economic return to their business
- ▶ Identify areas for potential business supports to help grow the knowledge and skillset of our industry



### Business Supports

- ▶ Visitor experience development plans deliver supports which help businesses create new experiences and enhance sales skills to drive growth in visitor numbers and revenues
- ▶ Deliver tailored supports to industry throughout Dublin
- ▶ Work with industry to improve sales skills and revenue and distribution management
- ▶ Work with hotels and visitor attractions to provide Brexit supports as required

### Festivals and events

#### Festivals:

- ▶ Continue to play host to our co-created festivals like St. Patricks Day, Bram Stoker and NYF
- ▶ Enhanced activation plans to bring these festivals to life across the city

#### Taste the Island

- ▶ Implementation of plans to extend the offering in Dublin for Taste the island and work will commence on product development initiatives
- ▶ Continue to work closely with industry to create unique food and drink experiences for visitors
- ▶ Drive overseas visitor numbers to Taste the Island in 2020
- ▶ Promotion of Taste the Island events to both domestic and overseas visitors

#### Capital Investment:

- ▶ 11 improved visitor attractions throughout Dublin, as the Dublins Surprising Stories grant projects are completed
- ▶ Announcement of investment recipients under the Platforms for Growth scheme
- ▶ Announcement of grant recipients for the development of Destination Towns in Dublin

## New for 2020

### Gala Dinner Venue

- ▶ The delivery of a Gala Dinner Venue for Dublin is a priority to ensure it remains a competitive destination for business tourism
- ▶ Launch of a small and large grant scheme in early 2020 to begin this process looking at both temporary and permanent structures

### Euro 2020

- ▶ Dublin will host three group games and one round 16 game at the Aviva Stadium in June 2020
- ▶ We are working closely with stakeholders to deliver on our ambition that Dublin emerges the best of the 12 EURO 2020 host cities



- ▶ Working group established and meeting regularly to plan for the event

### Aer Lingus College Football

- ▶ Five-year series planned at the Aviva Stadium, with Navy vs Notre Dame kicking it all off in 2020
- ▶ Up to 30,000 Irish-Americans expected to travel to Dublin for the game on August 29th

### Major Conferences

- ▶ IFLA World Library and Information Congress 2020 13th-20th August 2020 in the CCD, with over 4,000 conference delegates coming to the city.

## Meet the TEAM



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We are delighted to welcome the newest member of our team,  
**Helen Cole**, Dublin Manager



# DUBLIN INDUSTRY UPDATE NOVEMBER 2019



Although visitor numbers and the contribution the tourism sector makes to the economy are at an all-time high, growth is beginning to slow. We estimate that by the end of 2019, Dublin will have welcomed 6.3m overseas visitors, generating a total spend of €2.1bn and supporting 65,000 jobs.

With Brexit imminent and a slowing in some key source markets, we are facing into a more challenging year in 2020, but we're confident that we have plans in place that will enable us to work together to manage these challenges and maximise the available opportunities.

The Dublin brand proposition speaks to the unique position of the capital, with a vibrant city centre, nestled between the mountains and an extensive coastline. In 2020 we will publish our 5-year Regional Development Plan for Dublin 2020-2024, which will set out how we aim to grow the visitor economy in a sustainable way, that will be of benefit to all. We have a number of key programmes in place - from our orientation strategy, designed to enable visitors navigate more easily around the city and county, to our

visitor experience development plans, which aim to grow the tourism contribution by driving visitor numbers and revenues in areas of the city with untapped tourism potential. We announced new capital investment programmes in 2019 and we will continue to work closely to support businesses to deliver the best possible visitor experience by improving storytelling and audience engagement.



We have strong partnerships already in place between industry, public sector organisations and the Dublin team in Fáilte Ireland and we look forward to working collaboratively in 2020 to continue to enhance our capital city and county as a visitor destination for both domestic and international markets.



**Liz Halpin**  
Head of Dublin Region

## 2019 Highlights / Key Programmes in Dublin

### Visitor Orientation Strategy

The visitor orientation programme for Dublin has commenced with three priority workstreams progressing apace, these include:

- ▶ Focus on a digital mapping solution
- ▶ Identification of key improvements within transport hubs to help visitors navigate with ease and confidence
- ▶ The creation of a branded coastal trail with gateway signage and discovery points to encourage visitors to explore beyond the city centre.



### The Docklands Visitor Experience Development (VEDP) Plan

- ▶ Docklands Tourism Development Group was formed in 2019
- ▶ Roadmap of projects and industry development initiatives agreed to maximise the opportunity that tourism presents
- ▶ Sustainably increase the economic benefits of tourism to the area in consultation with partner agencies, and the community
- ▶ Deliver a collective vision for the Docklands that will attract more visitors and enhance the area for locals.

### First Welcome

- ▶ The **Dublin First Welcome** programme with **Mytaxi/FREENOW** taxis was launched
- ▶ Enables FREENOW drivers to enhance their service offering to customers, by further improving their local knowledge on Dublin's main attractions
- ▶ Improved customer experience for visitors, through a user-friendly **online training** course
- ▶ Initiative to be extended to transport workers in Dublin, LUAS have commenced training in November.



### Dublin's Surprising Stories Grant Scheme

- ▶ Investment of **€1.75m** committed to 11 existing visitor attractions
- ▶ Improved interpretation and storytelling projects, to unlock the great stories that Dublin has to offer.

### Dublin overseas marketing campaign

- ▶ Campaign targeted to GB, Germany, France, Spain and Italy took place earlier this year.
- ▶ Marketing budget of **€1m**
- ▶ Funded by Fáilte Ireland, Tourism Ireland and all 4 local authorities
- ▶ Delivered just under **15k** bed nights to Dublin in the shoulder season.

### Destination Towns

- ▶ Fáilte Ireland will invest up to **€15.5m** through the local authorities to boost the attractiveness, and tourism appeal of towns across the country.
- ▶ This scheme is part of our work to drive a better spread of overseas and domestic visitors and increase spend.
- ▶ There is up to **€500k** available per local authority.



480 Free Now drivers graduate at Fáilte Ireland's Dublin Welcome Programme



- ▶ **480** FREENOW Taxi Drivers have graduated on the Dublin Welcome Service Excellence programme.

### International Publicity

- ▶ **146** International media have visited Dublin this year generating **€29m** worth of estimated advertising value and a reach of **272 million** individuals
- ▶ We also had 2 dedicated press trips to Dublin, the first was for St. Patrick's Day Festival in March where we welcomed **26 media from 11 markets** and the second in October, where we welcomed **9 media** from across the globe.

### Platforms for growth

- ▶ The first Platforms for Growth investment scheme launched in May 2019
- ▶ Investment available for large scale visitor attractions of **€2.5m** and above
- ▶ Four-year programme of investment with **€150m** available.

### Business Supports

The Dublin team continues to support the building of industry and stakeholder capability through a suite of training supports including Fáilte Ireland's Get Brexit Ready Programme, Revenue Management, Market Diversification, Local Experts and saleable experience workshops.

- ▶ Over **370** businesses supported
- ▶ **1,153** Individuals engaged in supports

### Business Tourism

- ▶ **93** buyers on trade FAMs to Dublin
- ▶ **195** leads/business opportunities generated worth **€130m** for future years
- ▶ **102** Business Events have been converted and supported YTD worth **€53m** (38,474 international delegates) for current and future years.

### Taste the island

New all-island food and drink initiative to drive economic growth, grow bed nights and address regionality and seasonality.

- ▶ **€1.5m** marketing campaign
- ▶ **700** events nationwide including over 75 in Dublin
- ▶ Selection of hero events in Dublin.



FREENOW with Fáilte Ireland staff

## Economic IMPACT

**6.3m**  
overseas  
visitors

**€2.1bn**  
total spend  
(overseas visitors)

**65,000**  
jobs

Based on Fáilte Ireland's national performance estimates 2019