

Dublin
Surprising
by Nature

Sustaining success in the year ahead: plans for 2019

2019 will see the continued development, investment and implementation of Dublin projects that began in 2018.

Marketing

- Continue to market and promote Dublin overseas with particular focus on driving business in the shoulder season
- Deliver the Dublin first welcome strategy which was initiated in late 2018. This will consist of first welcome, industry welcome and local welcome initiatives. We are working closely with Dublin Port and Dublin Airport on a long term basis to ensure the success of this project
- Brand adoption – encourage the Dublin tourism industry to adopt the Dublin experience brand and also incorporate a first welcome message. Create a brand network to ensure that the brand is reinforced throughout the customer journey

Capital investment

- Deliver grant funding of €1m to the successful visitor attraction applicants of the Dublin's Surprising Stories grant scheme and provide interpretation mentor assistance

Visitor Experience Development Plans

- Implement the Docklands visitor experience development plan and deliver the actions that were called out in the 5 year plan
- The Dublin coastal area visitor experience development plan will go into planning phase in 2019
- The Dublin mountains visitor experience development plan, an area comprising of Phoenix Park, Kilmainham, Liberties and Smithfield will also go into planning phase in 2019

Business Supports:

- Visitor Experience Development Plans – deliver supports which help businesses create new saleable experiences, extend the season and enhance sales skills to drive growth in visitor numbers and revenue
- Work with visitor attractions to improve storytelling and audience engagement to ensure we are delivering compelling visitor attractions
- Work with industry to improve sales skills and revenue and distribution management capability



List of local contacts in the team:

Liz Halpin, Head of Dublin Region:
Liz.Halpin@failteireland.ie
Tel: 01 8847124

Mark Rowlette, Dublin Manager:
Mark.Rowlette@failteireland.ie
Tel: 01 8847132

Caroline O'Keeffe, Dublin Manager:
Caroline.OKeeffe@failteireland.ie
Tel: 01 8847269

Corinne Lincoln, Dublin Programme Team:
Corinne.Lincoln@failteireland.ie
Tel: 01 8847168

Ciara Scully, Dublin Programme Team:
Ciara.Scully@failteireland.ie
Tel: 01 8847209

Vivienne Storan, Dublin Programme Team:
Vivienne.Storan@failteireland.ie
Tel: 01 8847176

Catherine McCluskey, Dublin Programme Team:
Catherine.McCluskey@failteireland.ie
Tel: 01 8847268

Daire Enright, Dublin Programme Team:
Daire.Enright@failteireland.ie
Tel: 01 8847894

Nicola Fitzgerald, Dublin Programme Team:
Nicola.Fitzgerald@failteireland.ie
Tel: 018847627





Dublin living thrives side by side with the natural outdoors, so you can constantly jump between completely unique, different and often unexpected experiences. That's the proposition for the Dublin experience brand that will unlock growth in visitor numbers and revenue.

Within Fáilte Ireland, we've developed a clearly-defined programme for Dublin that aims to enhance the overall visitor experience. Our aim is to uniquely position Dublin, by offering memorable experiences to attract visitors from our main source markets.

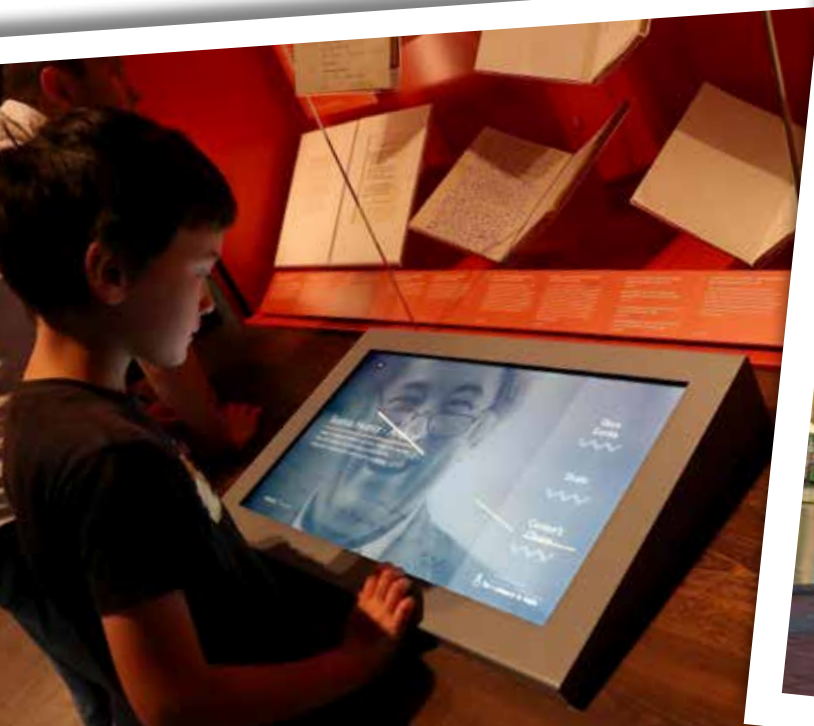
Dublin has had a great year in 2018, with an increase of 8% in overseas visitors vs last year. This has been driven by double digit growth from North America, as well as consistent growth from our core European markets.

We know that with this exciting growth will come challenges, including competitiveness, capacity and consistency and quality of experiences – but we are dedicated and confident in our continued development of a world class tourism industry in Dublin.

The priority now for Dublin over the next 5 years, is to support the development of compelling visitor experiences that greatly enhance the current offering in Dublin, and we look forward to working with our tourism partners throughout 2019 and beyond to achieve that.

Liz Halpin

Head of Dublin Region



Economic Impact

2018 is shaping up to be a great year

6.4m
overseas
visitors

€2.2bn
in overseas
revenue

68,000
jobs
supported

Based on Fáilte Ireland's national performance estimates 2018

A buoyant year: key achievements in 2018

2018 has been a great year for Dublin with lots of exciting projects taking place. The Dublin Tourism Governance Structure was set up in 2018 to unlock Dublin's tourism opportunities. This is a really great initiative which has identified 7 key priorities for 2018 and beyond. These consist of:

- A visitor orientation strategy for Dublin
- A new multi-purpose gala dinner venue
- Overseas marketing campaign for Dublin
- Accommodation capacity plan
- Visitor welcome programme
- Docklands visitor experience development plan
- New large scale visitor attraction for Dublin

Work will continue across these 7 projects throughout the next 3-5 years.

In addition to these priorities, 2018 also delivered innovative development projects like

- Dublin
- Dublin Discovery Trails
- Talking Statues

Some new and exciting visitor attractions opened their doors this year

- O'Connell Tower at Glasnevin Cemetery
- Seamus Heaney Exhibition
- 14 Henrietta Street
- The Vaults Live

Capital Investment Programme

- Launched Dublin's Surprising Stories grant scheme
- Grant aided The Vaults Live experience
- €1m committed to 2019
- Worked with the OPW to develop a masterplan for the Phoenix Park and Dublin Castle
- Working with Waterways Ireland to develop a tourism masterplan for Grand Canal Dock and a study of the tourism potential of the Dublin canal greenway



Attractions*

- **Volume and revenue** figures at attractions are up YOY
- **Top 5 markets** are US, UK, France, Germany and Spain
- **Online bookings** continue to grow for visitor attractions

Enterprise Supports

- **300** businesses supported
- Participation from **1,220 delegates**

Business Development

- **975 buyers** on trade FAMs to Dublin
- **228 industry** for in Ireland events
- **80 industry** for overseas events

Business Tourism

- **249 buyers** on trade FAMs to Dublin
- 300 events worth **€166.4M** for current and future years
- **Over €170m worth of business** won and supported in 2018
- **499 leads worth €297m** generated in 2018

*Attraction performance metrics based on 50 key industry meetings throughout the year.

