



DESTINATION DUBLIN

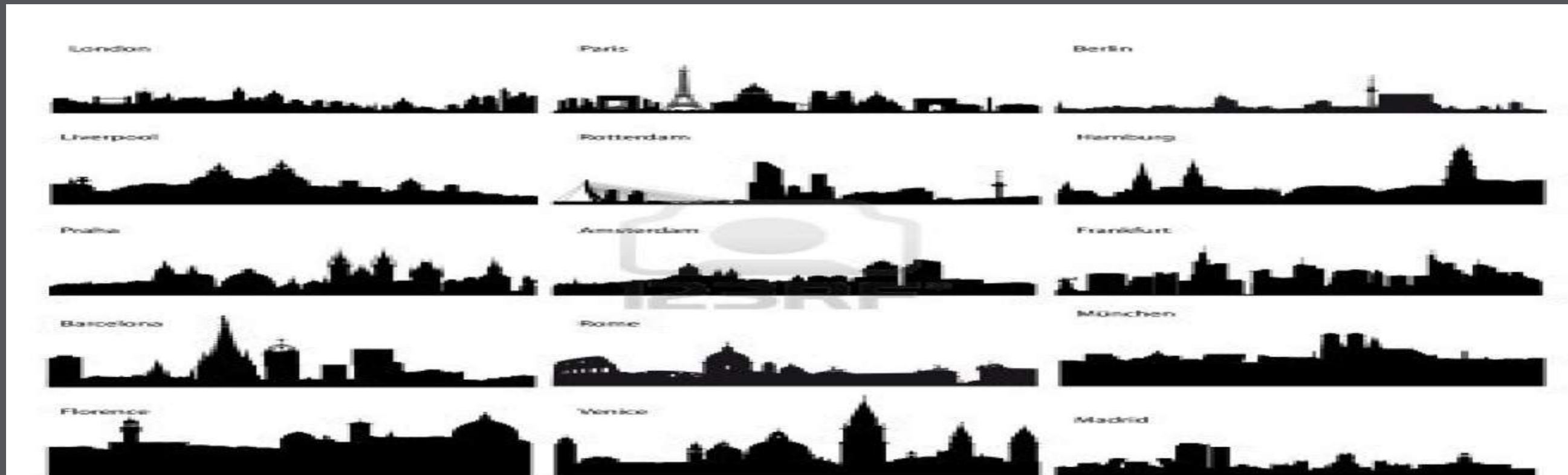
A Collective Strategy for
Tourism Growth to 2020

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!

2013 Visitor Attitude study	Good-Very Good
Overall Hotel experience	95%
Overall Friendliness of local people	99%
Overall Value for money	86%
Availability of things to see and do	98%

The Opportunity



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.

BAD

GOOD

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**

**Event
Visitors**

**Culturally
Curious**

**Cruise
Visitors**

**Conference
& Incentive
visitors**

New Leisure Tourism Focus



2. Bring Dublin to Life

Dublin has to deliver the new Brand promise

Maximise impact from key 2013 events

tbeX

DUBLIN 
Now Project

Dublin Now Project



Building on what we discovered in the 2013 Dublin Now Project

Delivering the Brand Promise: 2.1 New Festival development Programm



Delivering the Brand Promise:

2.2 Dublin City Plus

2. Refuel

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 Dungarvan 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.

3. On Yer Bike.

Muck in your face, fire in your belly and nothing on your mind but making the next bend... welcome to Ticknock Mountain Bike trail. A short and sweet 8km loop stitched into the Dublin Mountains, this rollercoaster ride of hairpin berms, 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 ice-cream at Dun Laoghaire's Holy Hatch for generations - as indeed, has a long list of Dublin celebs. Bono, 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 pimp it with sprinkles, but everyone knows Teddy's soft-serve is best enjoyed in a good, ol' fashioned cone. 1A Windsor Terrace, Dun Laoghaire.

5. Cruise Control.

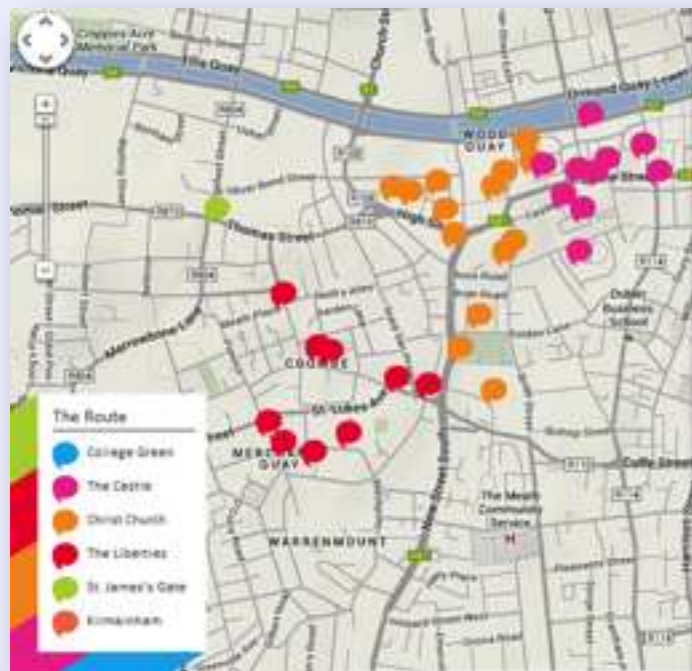
Whether you're hopping in bars, shopping till you drop or flying by the seat of your pants at a summer festival, it's easy to forget Dublin is a coastal city. You won't make that mistake after a 90-minute trip from Dun Laoghaire with Dublin Bay Cruises. Sailing six times daily from March to October, the St. Bridget invites passengers to kick back and chill out as Napoleonic towers, teeming 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.

6. House Party.

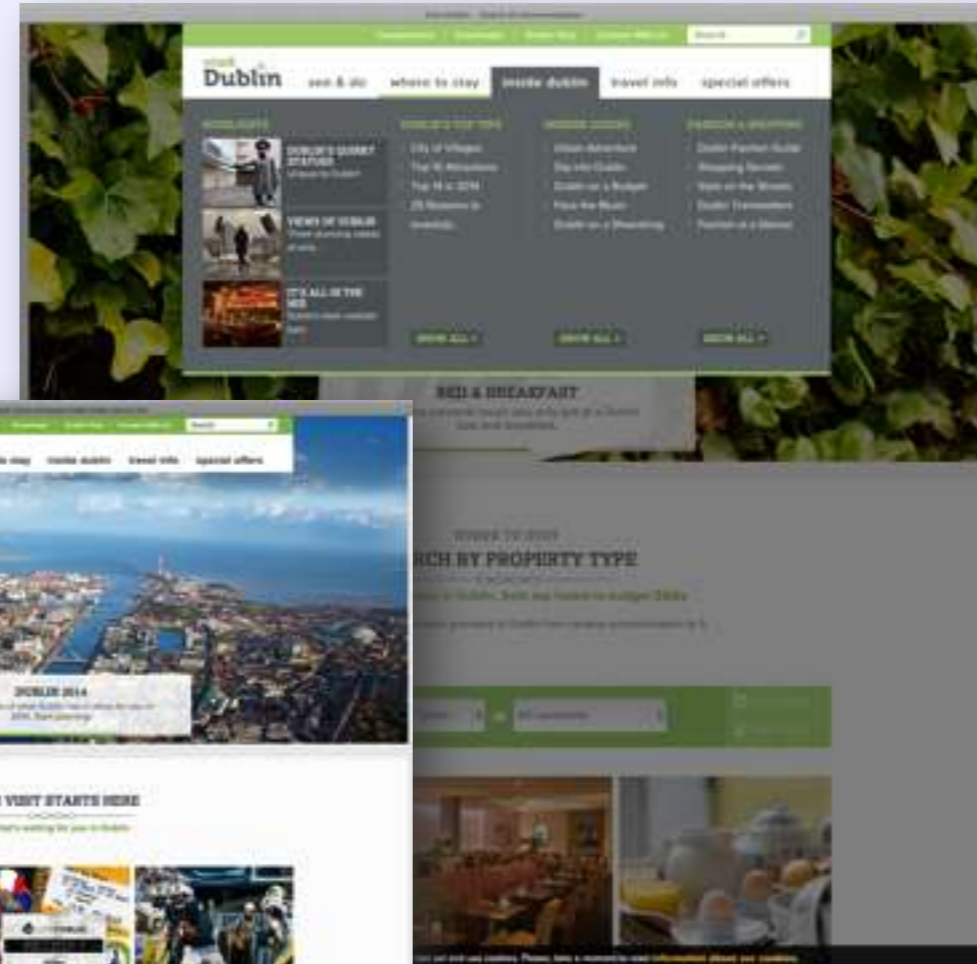
You'll have a sea dog's appetite after a Dublin Bay cruise, and The House is the place to slake it. Most visitors to Howth, where the cruise picks up and drops off, tend to eat at seafood restaurants on the West Pier. Locals in the know, however, head for the village - and in particular the historic 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 dishes up snacks and cocktails from 6pm. No mutinies 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



2.4 New digital platform



New Digital Platform: Telling NEW Dublin Stories



3. Strengthen Dublins 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**

**Collaborativ
e 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
DUBLIN 
Now **Project**

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

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.