

# Dublin Coastal Trail

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**Fáilte  
Ireland**

**Dublin**

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# Ireland & Tourism



Tourism is one of Ireland's most important industries, contributing to the economic and social fabric of the island. Worth over €7bn annually. It is a leading creator of jobs and revenue, and because consumption takes place where the service is available, it is one of the few sectors that significantly benefits remote rural areas which often lack an intensive industry base.

## OVERSEAS TOURISTS



**3.9m** Visited Dublin



**€2.3bn** Generated in Revenue



**€591** Average spend per capita



**5.6** Average nights spent in Dublin

## DOMESTIC TOURISTS



**2.4m** Visited Dublin



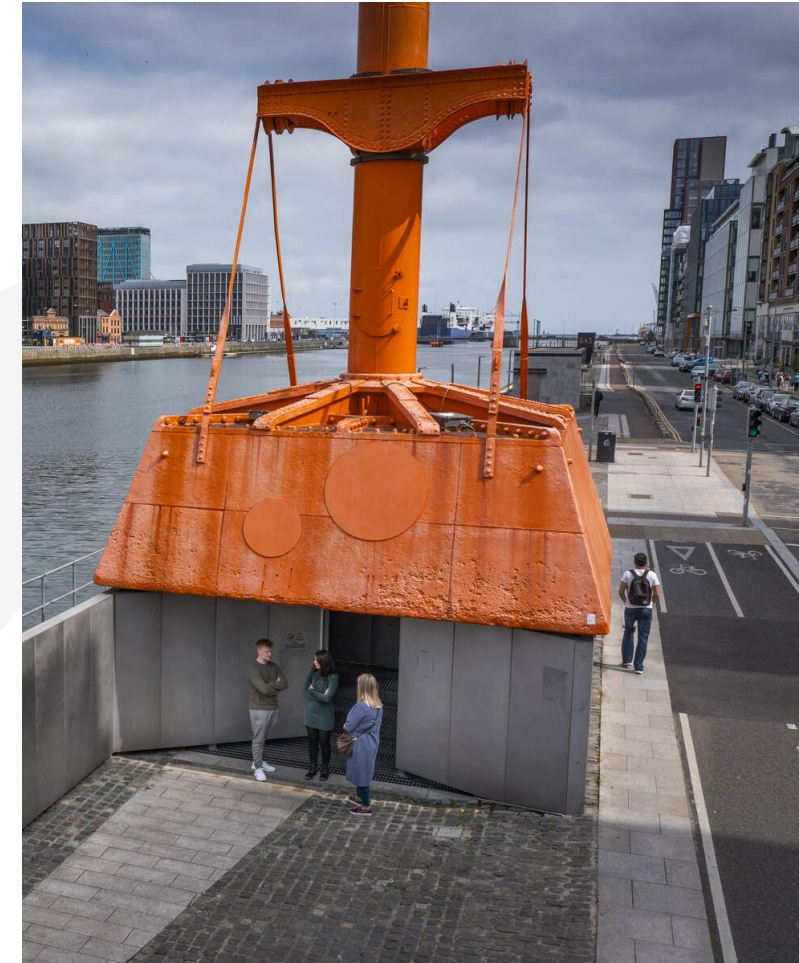
**€490m** Generated in Revenue



**€203** Average spend per capita



**1.9** Average nights spent in Dublin



# Fáilte Ireland's Remit

## The National Tourism Development Authority



# VICE Development Model



**Visitor**



**Industry**



**Community**



**Environment**

# Destination 'Mosaic'

... Collective effort & goal convergence required



DESTINATION PROPOSITION



SHARED VISION



STAKEHOLDER ALIGNMENT



COMMUNITY ENGAGEMENT



ACCOMMODATION



VISITOR EXPERIENCES



PRODUCT INVESTMENT



EVENING ECONOMY



SAFETY



BUSINESS TOURISM FACILITIES



SKILLED WORKFORCE

**DISTINCTIVE DESTINATIONS**



VISITOR INFORMATION AND CUSTOMER SERVICE



FOOD & DRINK



RETAIL



FESTIVALS & EVENTS



MANAGED PUBLIC REALM



SIGNAGE & ORIENTATION



ENVIRONMENTAL QUALITY



VISITOR INFRASTRUCTURE & FACILITIES



ACCESS FOR ALL

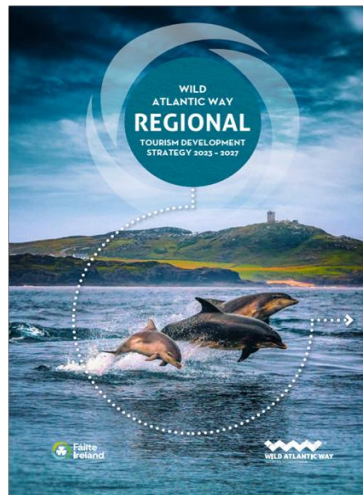
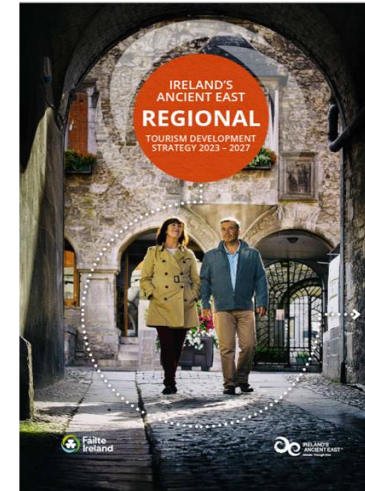


ACCESS & TRANSPORT



SUSTAINED SALES & MARKETING

# Regional Tourism Development Strategies



# Strategic priorities - Dublin

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1

Increase destination resilience by **optimising visitor mix** and maximising revenue

2

Reignite **business tourism**, positioning Dublin as a leader internationally

3

Develop differentiating experiences, providing domestic & international tourists with **reasons to visit and to stay longer**

4

Build a committed stakeholder & industry partnership to develop **Destination Dublin**, encompassing the whole region



# Visitor Orientation Strategy 2025 - 2030



## Action Areas



Dublin Airport



Transport Hubs



Walking & cycling



Mapping & signage



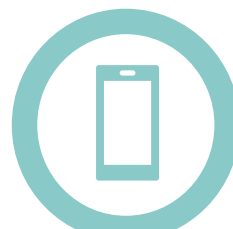
Dublin Coastal Trail



Integrated Ticketing



Dublin Port



Digital Solutions



Visitor flow data collation



Dublin Mountains

# Dublin Coastal Trail



# Dublin's coast

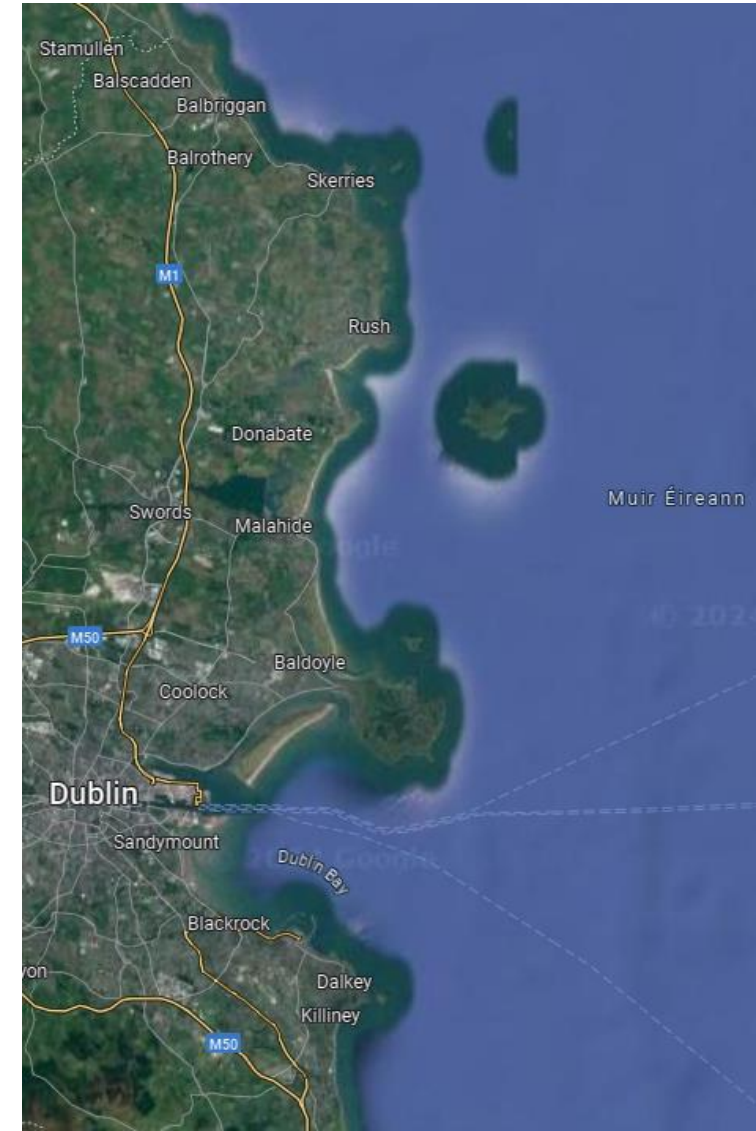
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Dublin's coast is a destination that can support and unlock Dublin's Surprising by Nature proposition.

***'Dublin is the vibrant capital city bursting with a variety of surprising experiences—where city living thrives side by side with the natural outdoors.'***

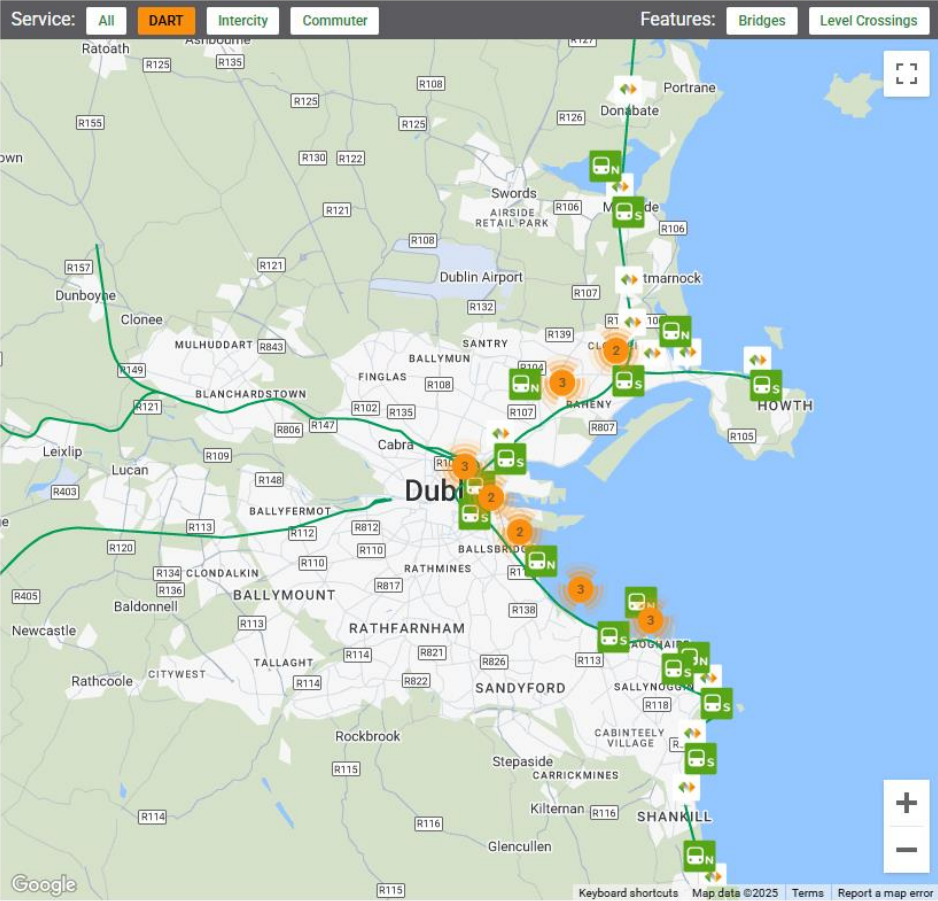
- The Dublin coastline extends 170km, from Balbriggan to Shankhill, with 18 coastal villages along the way.
- The north and south coast differ in terms of maturity, experiences, accommodation and opportunities for tourism development.



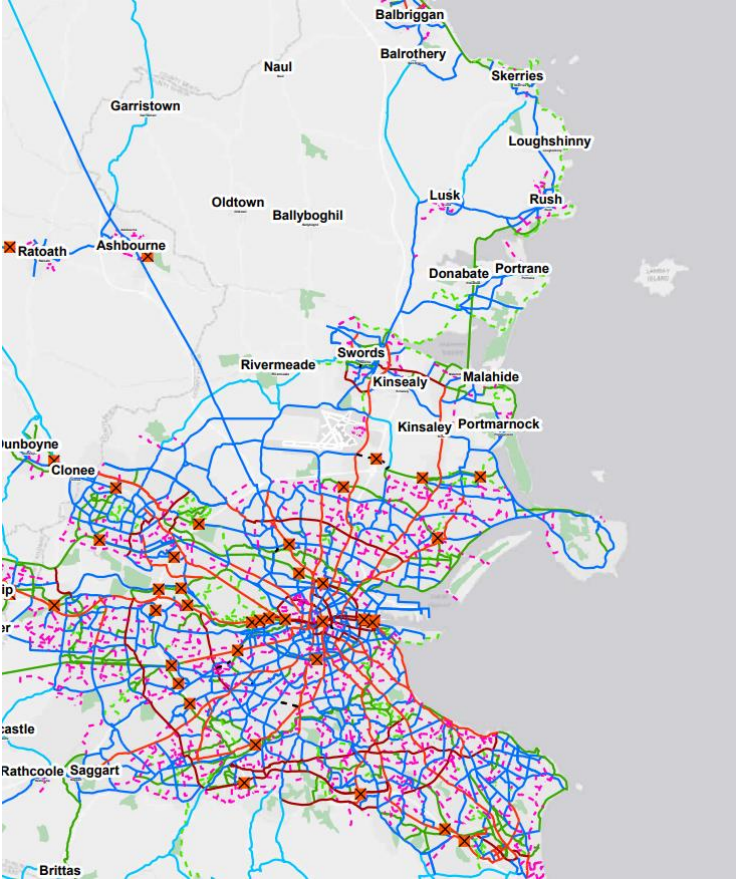
# Transport - multimodal



## Dublin Train Network



## Dublin Bike / Cycle Path Network



# Dublin Coastal Trail



## What is it?

- A branded tourism offering within Dublin's Surprising By Nature proposition
- The first cohesive project that connects the coast (north and south)

## To achieve:

- Encourage / enable visitors to orientate and explore the Dublin coastline
- A set of locations that offer entertaining 'local' experiences
- Increasing dwell time and spend within these locations
- Opening the outdoors of Dublin

*The Dublin Coastal Trail enables visitors to travel easily and seamlessly from city centre hubs to Dublin's coastal villages. The objective of the coastal trail is to drive awareness of Dublin's coastal proposition and to develop and promote a rich visitor experience along the coast by bringing the coastal towns to life and spreading visitors beyond the city centre.'*



# Dublin Coastal Trail Phase 1

## Launched 2022



**18 villages audited**  
**11 villages launched**

**20 signs**  
**(gateway & discovery)**

**111 plaques**

## 11 locations

Skerries  
Howth  
Malahide  
Raheny – Bull Island  
Grand Canal Dock  
Sandymount  
Salthill & Monkstown  
Dún Laoghaire  
Sandycove & Glasthule  
Dalkey  
Killiney

## 6 languages

Polish, Italian, Spanish, Chinese,  
French and German



## 4 partners

Dublin City Council, Dún Laoghaire  
Rathdown County Council, Fingal County  
Council & Iarnród Éireann

# Take a coastal adventure in Dublin...

## 11 coastal villages to explore by

- Rail
- Bike
- Walk & Bike blended
- Sustainable Travel



# Dublin Coastal Trail Signage





# Objectives & results to date



Increase NEW saleable experiences	<ul style="list-style-type: none"><li>• From 4 saleable experiences to 12</li><li>• An additional 7 luxury experiences</li><li>• Meitheal (Ireland's largest B2B workshop – coastal incubation businesses)<ul style="list-style-type: none"><li>• 2022 – 4</li><li>• 2023 – 2</li></ul></li></ul>
Support businesses to improve their bookability through Digital that Delivers - goal of 10	<ul style="list-style-type: none"><li>• 12 coastal business on Digital that Delivers vs goal of 10</li></ul>
Track visitor numbers at key attractions along the coast	<ul style="list-style-type: none"><li>• 21 active in coastal cluster</li><li>• NEW key accounts x 9 in 2024</li><li>• NEW data pilot – measuring visitor spend</li></ul>
Increase usage of the brand by industry along the coast	<ul style="list-style-type: none"><li>• Audit 2023 approx. 60% using the brand</li></ul>

# International recognition



National Geographic  
<https://www.nationalgeographic.com/travel/article>

## The essential guide to visiting Dublin

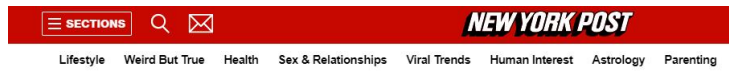
9 Jul 2024 — Outside the city, it's a good time to explore the **Dublin Coastal Trail**— stroll beaches and piers or take a boat tour from Howth or Dun Laoghaire ...



Starting with Skerries north of the city and journeying south to Killiney, the Dublin Coastal Trail is connected by **Irish Rail** and the **DART** train line. The most convenient way for tourists to travel on this route is with a **Leap Visitor Card**. Then you can hop on and off at whichever stops take your fancy.



If you'd like to make it a more multimodal adventure, you can! Leap Cards are usable on **Dublin Bikes** which connects to most stops along the route. And **Riverer** is a great



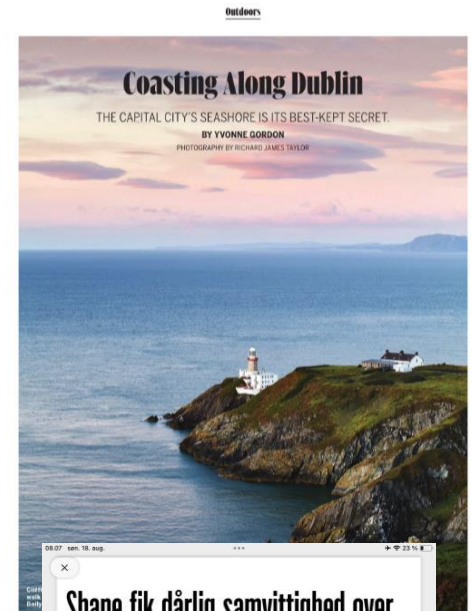
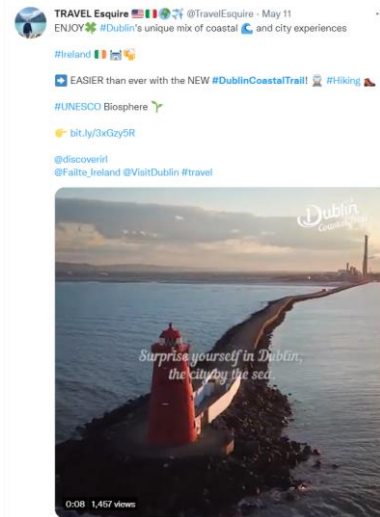
TRAVEL

## Exploring the villages, pubs and castles of Dublin's answer to Malibu

By Andrew Sessa  
 Published March 16, 2024, 10:19 p.m. ET

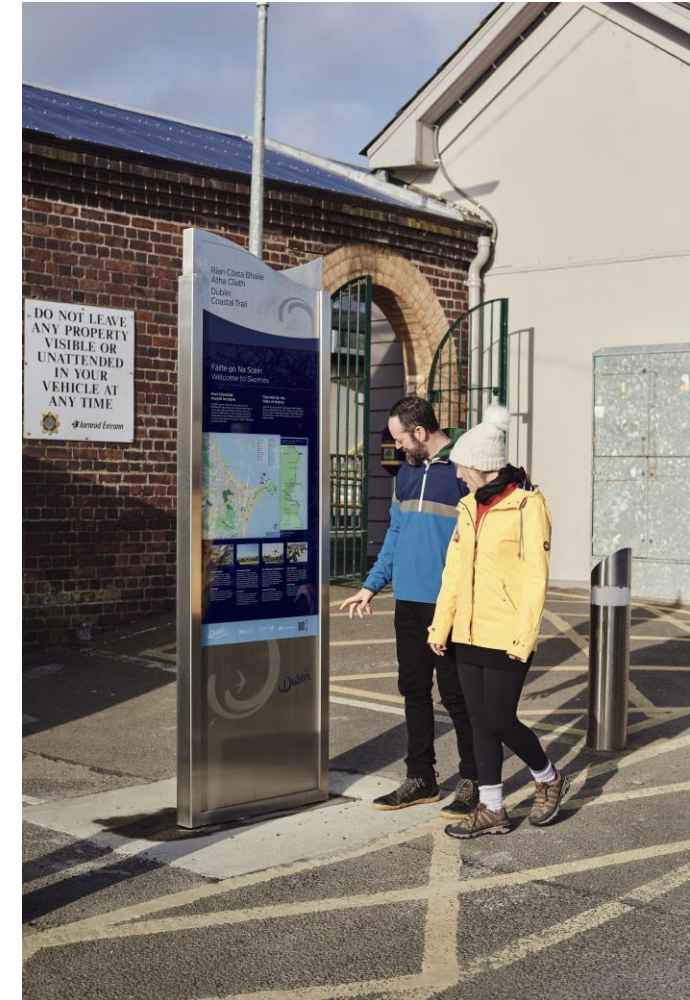


Dublin's rugged coast is rife with adventure.  
 Adobe



# Next steps....

- Add new villages
- Review the greenways / cycle paths that layer onto of the Dublin Coastal Trail
- Data analysis project on visitor spend
- Work with new businesses and support them in developing their tourism experiences





 **Fáilte  
Ireland**

**Dublin**