



Comhairle Contae
Átha Cliath Theas
South Dublin County Council

South Dublin County Tourism Strategy Summary

2024 – 2029



Future Analytics

TOPOSOPHY
PLACE MAKING & MARKETING AGENCY

South Dublin County Tourism Strategy Summary Document

The aim: This strategy is intended to guide the activities and work programme of South Dublin County Council from 2024 to 2029, providing clear direction for all tourism stakeholders.

The Evidence: The strategy is underpinned by extensive stakeholder engagement within the County, and at regional and national level including 35 one to one strategic conversations, an online survey with 230 responses, and an in-depth focus group workshop. Extensive research has been undertaken on the ground in South Dublin County along with policy analysis and research into relevant policy and comparable good practice in international destinations.

The approach: The strategy positions South Dublin to capitalise on opportunity, become increasingly resilient, benefit from higher yield visitors and to identify clear action areas that focus on themes of high potential and compelling experiences.

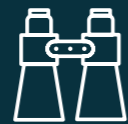


Four over-arching goals



1

» Plan sustainably for the next phase of the County's tourism evolution



2

» Position South Dublin to capitalise on its strongest assets



3

» Build on the previous tourism strategy



4

» Ensure that tourism supports inclusive economic growth in South Dublin

Estimated value of tourism in South Dublin County:



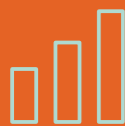
€140M TOTAL TOURISM VALUE

(accommodation – €107.52m, attractions €3.16m, activities – €29.46m).



3,780 JOBS BASED ON TOURISM

(Fáilte Ireland estimate approximately 27 jobs are generated for each €1 million of tourism expenditure).



€32.2 MILLION RETURNED TO THE IRISH EXCHEQUER ANNUALLY

(Fáilte Ireland estimate for every euro spent on tourism (domestic and overseas), 23c is generated in tax).



€210 MILLION VALUE TO THE REGIONAL ECONOMY

(indirect and induced benefits of visitor expenditure within South Dublin County).



€350 MILLION TOTAL ECONOMIC IMPACT FROM TOURISM EXPENDITURE

(Combining indicative direct visitor revenue and the indirect and induced benefits).¹



Strengths

- » Access to county
- » Proximity to city centre
- » Range of hotels
- » Highly diverse county
- » Rise in hybrid working
- » Natural built and cultural heritage assets
- » Parks and open spaces
- » Dublin Mountains strategic opportunity
- » Dublin Mountains activities
- » Significant capital investment
- » Multi-agency partnerships

Constraints

- » South Dublin's tourism offer is relatively unknown.
- » Accommodation capacity and range limited.
- » Staffing challenge
- » Heritage visitor attractions limited profile
- » Lack of a nationally significant visitor attraction
- » Lack of significant indoor event spaces
- » Direct transport links to Dublin Mountains
- » Internal resource challenges to capitalise on tourism opportunity
- » Insufficient South Dublin County specific tourism data available

Opportunities

- » Harness planned investment in attractions and infrastructure
- » Bohernabreena Reservoir
- » Develop cycling offer
- » Parks used for large outdoor events
- » Leverage community-driven storytelling
- » More sustainable tourism
- » Enhance the profile of South Dublin
- » Enhance access and key areas
- » Increased resourcing (internal)
- » Creation of a county-wide tourism committee and network

Threats

- » Value for money perception
- » Car hire sector capacity.
- » Acute labour shortages.
- » Competition from neighbouring counties.
- » Negative publicity
- » Media coverage disproportionately focusing on negative issues
- » Gap in competition between accommodation in Dublin city and SD grows.
- » Opposition to tourism development

Strategic Framework

The strategy is guided by one vision, four goals, and five strategic priorities.

One Vision

"South Dublin is a welcoming, vibrant and thriving place to live, work and visit with a wealth of natural, built and cultural heritage celebrating the beauty and diversity of our County. We are the gateway to the Dublin Mountains, seamlessly connected to the city centre and packed full of exceptional and enriching visitor experiences."



Five Strategic Priorities



Strategic priorities are designed to deliver on the vision and ensure South Dublin County can build on success and realise its potential as a thriving visitor destination within the Dublin Region.

Actions identified under each strategic priority will enable compelling and high-quality visitor experiences, with an increasingly resilient, competitive, and innovative industry that provides local economic benefit to the communities of South Dublin County. A sector based on principles of sustainable and regenerative tourism, leaving places better than they were before.



Seven significant pipeline tourism projects

The majority of which will be completed during the lifetime of the strategy, will contribute to the range of compelling attractions and activities in the County. These include:



Development of Rathfarnham Castle Stables and Courtyard



Completion of the Dodder Greenway



Development of the Dublin Mountains Visitor Centre



Upgrade to Tallaght Stadium



Completion of the Tallaght Heritage Centre



Completion of the 12th lock HUB Area Plan



Completion and enhancement of Grand Canal Greenway in South Dublin County

Six Catalytic Projects

Six catalytic projects are identified with each capable of contributing to the transformation of tourism in South Dublin County.

Bohernabreena Reservoir Tourism Feasibility Study

A new watersports centre/visitor hub at Bohernabreena will provide a focus for the area and for the end of the Dodder Greenway. This study would determine the feasibility of developing such a centre including the operational and governance model.



2



Lucan House Opportunity Study

Lucan House is in the process of being acquired by South Dublin County Council. This study would identify an optimum use to create a tourism hub for Lucan, encouraging visitors to the area.

Feasibility study for a significant new multi-purpose South Dublin Conference and Events Centre

A new venue will capitalise on the demand for conference and event venues in the Dublin area and provide opportunities to link business with leisure/ adventure activities in the area.



Increased availability of alternative forms of visitor accommodation in South Dublin

Increased opportunities for visitors to stay overnight in the South Dublin area, particularly near in the Dublin Mountains area, will in turn generate spin-off economic opportunities.



5



New participatory multi-day sporting events that showcase the scenery of the Dublin Mountains

Supporting multi-day events generates increased overnights stays which in turn drives economic opportunity such as places to eat and drink, as well as generating both demand for and awareness of South Dublin County events.

Dublin Rambler bus service

A bus service linking urban centres and transport such as the LUAS stop in Tallaght with key visitor hubs such as Dublin Mountains Visitor Centre, Zipit and other activity providers in the Dublin Mountains area, potentially linked with a similar service from Dun Laoghaire Rathdown, would make the Dublin Mountains more accessible to a wider audience and minimise private car use.



Tourism Growth Scenarios for South County Dublin to 2029			
		Revenue (€)	Jobs
2024	Baseline (2024)	140 million	3,780
2029	Low Growth (2.5%)	158 million	4,277
	Medium Growth (5%)	179 million	4,824
	High Growth (7.5%)	216 million	5,427



Comhairle Contae
 Átha Cliath Theas
South Dublin County Council

Comhairle Contae Átha Cliath Theas
Halla an Chontae, Tamhlacht, Baile
Átha Cliath 24

South Dublin County Council
County Hall, Tallaght
Dublin 24

Fón/Tel: 01 414 9000
 Rphoist/Email: info@sdblincoco.ie
 Idirlíon/Web: www.sdcc.ie / www.athacliaththeas.ie

Faigh agus Lean muid/Find and Follow us