

TOURISM STATEMENT OF STRATEGY AND WORK PROGRAMME 2017 – 2022

FINGAL COUNTY COUNCIL

Comhairle Contae
Fhine Gall
Fingal County
Council



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TOURISM STATEMENT OF STRATEGY AND WORK PROGRAMME

2017 - 2022

FOREWORD

Tourism is returning to strong growth and continues to play a hugely influential role in Fingal's economic success. Appropriately one of the three core objectives of the Fingal County Council Corporate Plan 2015-2019 is to strengthen the proposition and marketing of tourism in Fingal through its tourism plan and engagement with key stakeholders.

The Fingal Tourism Development Office has been rolling out the Fingal Tourism Strategy since its launch in 2015, focusing on aligning Fingal with the Dublin Breath of Fresh Air brand, working with industry stakeholders on a plethora of projects and generally making sure Fingal serves, targets and supports its visitors.

In addition, to ensure Fingal County Council makes the best use of its tourism assets and maximises its potential into the future, Fingal County Council commissioned Fingal Heritage Properties Review 2016 and as a result is about to depart on a corporate journey to better conserve, manage and promote its impressive array of signature and aspiring heritage properties through the development of a heritage trust.

The outlook for the sector is buoyant, 2016 was another exceptional year with over 9 million tourists visiting Ireland. Despite some key challenges, such as Brexit, Dublin continues to perform extremely well and is forecasted to increase overseas visitors to 5.3m in 2017. Fingal is well positioned to capitalise on this initiative and continues to exploit and realise its tourism potential. While the key focus of Fáilte Ireland's Dublin programme is to increase the number of international visitors to Dublin, Fingal County Council's goal is to attract a sizeable share of these visitors, extending reach and increasing revenue. To that end Fingal County Council has set out an ambitious marketing and development programme for 2017 to deliver on these targets.

Paul Reid, Chief Executive, Fingal County Council.

INTRODUCTION

The Grow Dublin Tourism Alliance was been established to drive a new collaborative strategy to market the Dublin region in the international marketplace.

The new policy, approved by Government in January 2015, included a commitment by Government to tourism, as one of the country's most important economic sectors, together with the recognition of the significant potential of tourism to play a further role in Ireland's economic renewal. The policy statement sets a target of a 50% real term increase in revenue from overseas tourists over the next 12 years based on more evidence-based marketing of Ireland targeted at a number of market segments offering the highest revenue growth potential. The policy also provides for local authorities to take greater responsibility for tourism development, including co-operation between authorities to maximise tourism opportunities.

The Dublin Region is currently the focus of a major new initiative to drive Dublin to a position of one of Europe's top city destinations. In recent years, Dublin has been winning a share of the overseas and domestic markets, with increasing numbers of overseas leisure tourists choosing the Dublin region for their visit to Ireland.

FINGAL TOURISM STRATEGY 2015-2018

The Fingal Tourism Strategy 2015 – 2018 was developed to provide the “definitive pathway to tourism development in Fingal”. The objective was to develop a comprehensive strategy for the development of tourism with support and buy-in of relevant public, private and community tourism stakeholders.

The opportunity for Fingal, as an integral component of the Greater Dublin tourism destination, is to benefit from the tourism rising tide and compete for a share of growing flows of visitors to Dublin which is projected to deliver a doubling of tourism expenditure in the Greater Dublin area to €2.5 billion by 2020 and the creation of almost 20,000 new jobs.

The vision identified in the Strategy is **“An attractive, vibrant and sustainable tourism destination delivering a distinctive experience for local residents, domestic and international visitors”**.

The key strategic goal is to deliver sustainable growth attracting more local, day trip and stay over tourists.

To achieve the goal three key action areas have been identified:-

- 1. Optimise and expand existing visitor experience** – The primary appeals and motivations to visit the County are embedded in its built heritage, its coastline, and its urban/rural balance of living culture and festival experiences. In addition, the area is host to business, sporting and shopping visits and has the potential to attract increasing numbers for its indigenous food related experiences. A conceptual representation of the hierarchy of visitor experiences has been developed and includes Coast, Events, Business, Sports & Shopping, Food and Heritage, with a cross-cutting theme of encompassing towns and villages.
- 2. Adopt a new place marketing strategy** aligned with, and leveraging, the Grow Dublin Tourism Alliance.
- 3. Develop new ways of working** in partnership with stakeholders.

FINGAL LECP

The vision for Fingal's LECP 2016-2021 is built upon the understanding that economic development and local community development are mutually supportive in building sustainable communities with strong local economies. Thus, economic and community elements share dimensions of common interest and action.

Its mission is to set out the objectives and actions needed to promote and support the economic, local and community development of Fingal, both by Fingal County Council and in partnership with other economic and community development stakeholders.

The Fingal LECP action plan 2016-2021 has been developed using a comprehensive process engaging with key stakeholders, including agencies and the local community. It identifies six themes, one of which is with the Tourism, Environment & Heritage. Tourism's high level goal in the plan relates to the visitor experience, objective of which to be achieved through Fingal's Tourism Strategy 2015-2018.

Fingal has a rich portfolio of natural and cultural assets, and can capitalise on its city-edge location leveraging its proximity to Dublin City. Rural tourism, which includes fishing, forestry, trekking, equine and farm based activities, provides opportunities for the diversification of the rural economy.

Objectives

<p>G8: To create distinct visitor attractions by sensitively optimising the natural assets of the County and building an enterprise and community infrastructure to drive and expand the visitor potential.</p>	<p>Goal G8: will support the development and enhancement of local amenities, increased visitor numbers and expanded employment potential.</p>	<p>O31: Implement the Fingal Tourism Strategy 2015 - 2018 and any subsequent relevant plans to 2020, with specific reference to area specific initiatives.</p>	<p>FCC</p>	<p>LEADER Implementer</p> <p>SICAP Implementer</p> <p>FCN</p> <p>Fingal Tourism Development Office</p> <p>Community & Voluntary Sector</p>	<p>2017</p>	<p>Agreed Tourism Strategy prioritised actions strategically linked to LECP actions</p> <p>Number of Blue Flag beaches</p> <p>Number of themed trails.</p>	<p>A93: Facilitate the implementation of the Fingal Tourism Strategy</p> <p>A94: Engage community involvement through promotion of a <i>Community Tourism Diaspora Fund</i></p> <p>A95: Promote Fingal beaches as a destination through proactive management of water quality compliance with bathing regulations</p> <p>A96: Develop themed trails such as cultural, heritage, food, coastal and wildlife linked to walking and cycling routes</p>
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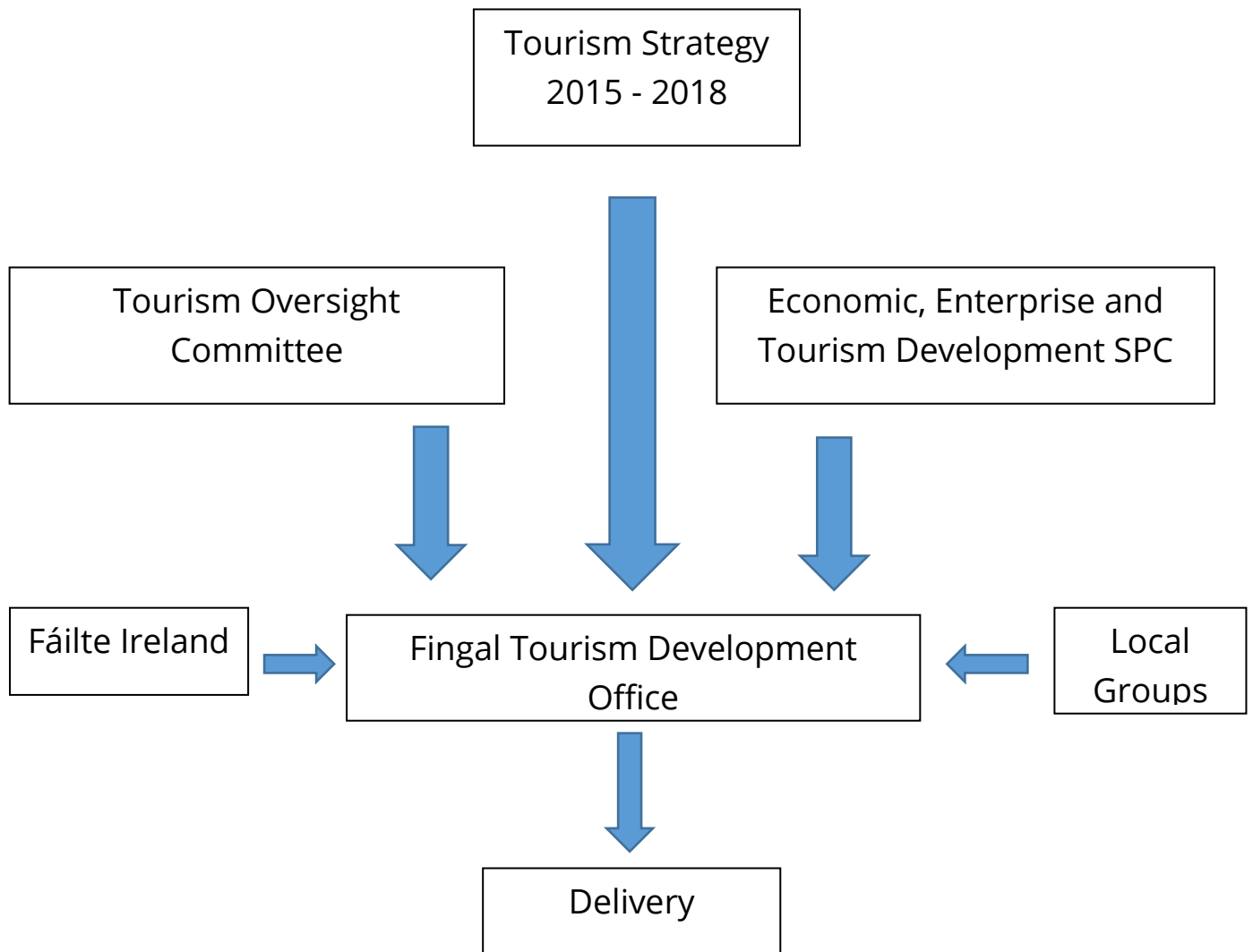
REGIONAL ACTION PLAN FOR JOBS

Tourism plays a significant role in how Dublin is perceived and in promoting the City in overseas markets. The Tourism strategy for Dublin envisages a vibrant capital city bursting with a variety of surprising experiences where city living thrives side by side with the natural outdoors. The most stretching scenario envisages growth in visitor numbers of seven percent per year in the seven year period to 2020. In this scenario, the total number of visits reaches 6.2 million by 2020 with international tourist spending doubling to just under €2.5bn. The achievement of this target is predicated on an unprecedented level of collaboration among stakeholders, the maintenance of the prevailing level of public sector funding and the creation of a new private sector funding stream.

	ACTION	TIMELINE	LEAD & PARTNERS
39	Implement relevant actions as set out in the destination Dublin Strategy and Grow Dublin Tourism Alliance’s Action Plan. The focus will be on: brand activation; enhancing the visitor experience; cross promotion; and growing the quality accommodation base.	Q4	Fáilte Ireland & relevant stakeholders
40	Activate a suite of festivals to drive increased tourism business in the off-peak season, e.g., St Patrick’s Festival, Bram Stoker in October, and New Year’s.	Q4	Fáilte Ireland

Fáilte Ireland and the Grow Dublin Tourism Alliance have been working to make sure that Dublin builds on recent growth. The launch of Dublin: “A breath of fresh air” is a significant milestone in establishing an internationally visible and distinctive message for Dublin’s tourism offering. Through a public/private funding model Fáilte Ireland will bring the brand to life through experiences around the City in order to deliver on the brand promise to the visitor. It will be important too, to ensure continued availability of quality accommodation and hotel beds to meet demand as Dublin returns to a phase of sustained economic growth.

TOURISM STRUCTURE WITHIN FINGAL COUNTY COUNCIL

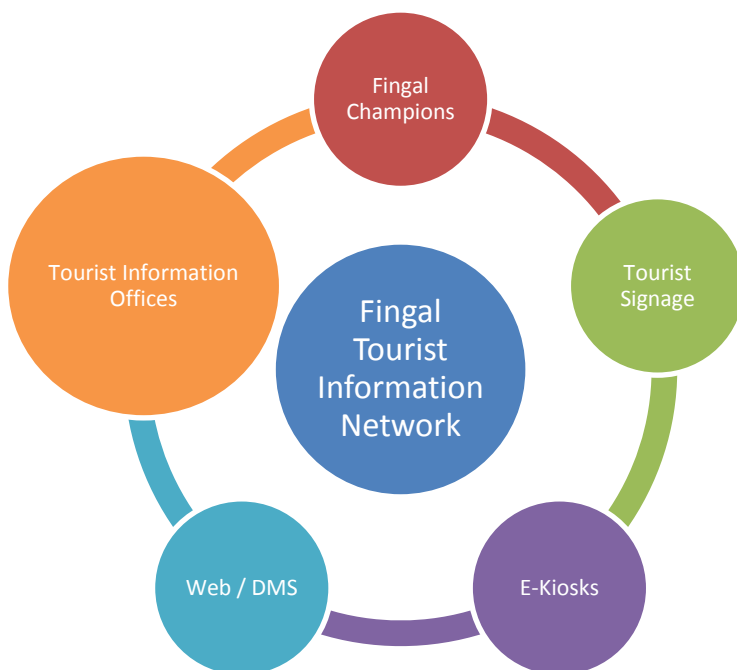


The Fingal Tourism Development Office was established under the Tourism Strategy 2015-2018. This new office harnesses the combined resources of Fingal Tourism Ltd. and Fingal County Council. It acts as the focal point for all tourism related enabling and support functions and provides a 'one-stop shop' for the industry. This new arrangement has the advantage of closer collaboration, maximising external support funding opportunities, while establishing an effective public-private sector partnership and embedding local participation.

FINGAL'S TOURIST INFORMATION NETWORK

The Fingal Tourist Information Offices aim to be welcoming, personable, and stocked with all of the necessary materials to provide current, accurate, and trustworthy information.

The Fingal Tourism Development Office sees quality tourist information as a vital part of the visitor experience and playing a major role in the destination management Process. The Fingal Tourist Information Offices (TIOs) in Swords Castle, Malahide, Howth, Ardgillan Castle and Balbriggan not only provide information, they also collect data on visitors, market the destination, and engage the local community, in particular supports to the Local Tourism Development Groups.



Where the physical presence of tourist information offices isn't possible Fingal Tourism Development Office has opted for a multimedia kiosk solution, it is more cost effective while still providing an integrated one-stop shop experience. Currently these kiosks are available in Dublin Airport and Blanchardstown Library and are proving to be very effective in promoting the Fingal brand in signage, display and presentation.

FINGAL'S TOURISM BRAND STRATEGY

A specific action in our Tourism Strategy was to align Fingal with the overall brand for Dublin. The new brand proposition for Dublin being “Dublin is the vibrant capital city bursting with a variety of surprising experiences – “where city living thrives side by side with natural outdoors”.

In 2016, a new Fingal Brand Toolkit was developed, implemented and disseminated to businesses in the region, bringing the Dublin, “A Breath of Fresh Air” brand to life in the Fingal context with a suite of free video content, key Fingal imagery and new marketing collateral.



Much of our work here has been achieved with the support and buy-in of relevant public, private and community tourism stakeholders.

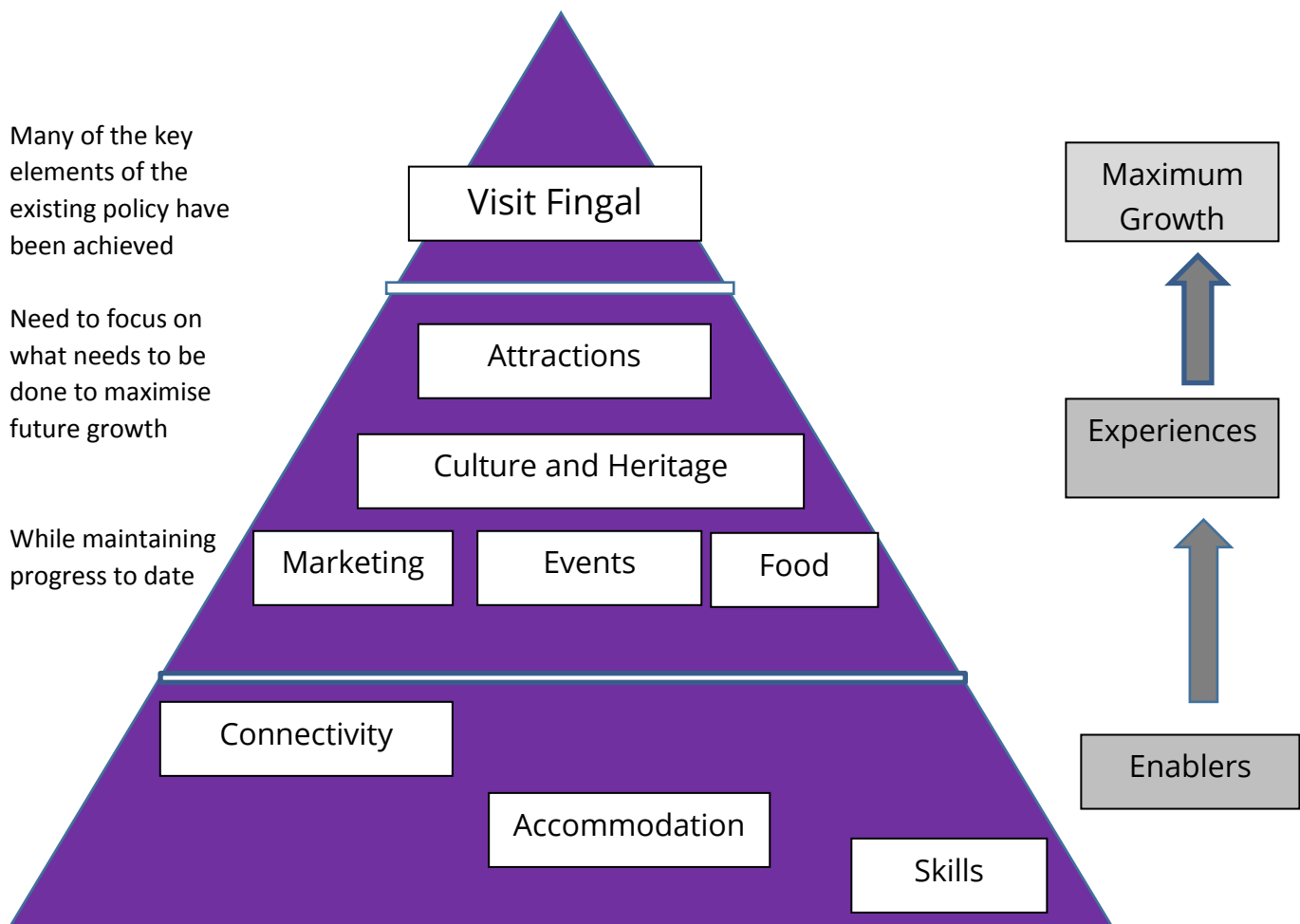
TOURISM ACTIONS/INITIATIVES ACHIEVED TO DATE:

Action	Partners
<p>Collaboration in 2016 with the School of Hospitality Management & Tourism, DIT and the “Student’s in Action” Initiative. The students completed projects focused on developing the tourism offering in Castleknock/Blanchardstown, Rural Villages & Balbriggan.</p>	<p>DIT</p>
<p>Strategic review of the Heritage Properties undertaken in 2016. Work has now commenced on implementing the recommendations as outlined in the report including:</p> <ul style="list-style-type: none"> - Streamline internal management arrangements - Improve transitional business performance - Construct a strategic investment strategy - Appoint a Heritage Task Force to drive progress - Creating a single management entity for all eight heritage properties based on an “open” charitable trust model. 	<p>Heritage Properties</p>
<p>Fingal County Council continues to operate its suite of 5 heritage properties as community and tourism attractions. They are located at Swords Castle, Malahide Castle and Gardens, Newbridge House and Farm, Skerries Mill and Ardgillan Castle.</p>	<p>Heritage Properties</p>
<p>Fingal County Council operates a very successful annual event programme with 64 well organised and safe events and festivals throughout the County. It is estimated that these events generate approximately €30.1 million in the local economy and support 360 jobs annually.</p>	<p>Local event organisers Event companies Local tourism groups</p>
<p>Engagement in the promotion and marketing of the Council’s heritage sites and its lands throughout Fingal in order to develop opportunities in the Film and TV industries.</p>	<p>Irish Film Board</p>
<p>Optimised location, layout, staffing and opening hours of TIO’s including:</p> <ul style="list-style-type: none"> - Installation of tourist information offices in Swords & Malahide - Continued operation of existing 5 TIO’s - Social media training for all staff 	
<p>Swords Castle: -Opened grounds of Swords Castle to the public -Completion of the 2016 Phase of restoration works at the Castle.</p>	<p>Department of AHRRG</p>
<p>Supported and promoted the Dublin Bay Biosphere project.</p>	<p>Dublin City Council, Dun Laoghaire-Rathdown County Council, Fáilte Ireland</p>

Action	Partners
<p>Promotion of good environmental management and adequate services at beaches. Application for Blue Flag status.</p> <p>Secured excellent water quality. Applications for Green Coast Award status.</p>	
<p>Increased concerts/performances/events at Council properties</p> <ul style="list-style-type: none"> - Two concerts proposed for Malahide Castle in June 2017 	Concert promoters
<p>Participated in the official 1916 commemorative programme.</p> <p>Developed a series of commemorative lectures connected with the events linked to Fingal in 2016.</p>	Meath County Council, Historical Societies, Local heritage groups
<p>Maintained an up-to-date tourism industry database for Fingal.</p>	Fáilte Ireland
<p>Development of a digital marketing campaign including:</p> <ul style="list-style-type: none"> -Videos of the Fingal area, attractions and events. -Relevant and up-to-date photographic library and creative commons for a consistent visual identity for Fingal. Libraries to be categorized to suit target markets such as Culturally Curious and Social Energisers. -Implementation of a common marketing message policy which reflects the GDTA branding. - Provision of social media supports to Fingal Tourism Industry. 	Local tourism groups Fáilte Ireland
<p>Engaged with cruise handling agents for the purposes of establishing and marketing Fingal Shore.</p>	Cruise Companies, Tour Operators
<p>Have grown the Dublin Bay Prawn Festival to a high profile international event highlighting Fingal's scenic beauty and strong food offering. Partnership with St. Patrick's Festival Committee in 2016 & 2017.</p>	Visit Howth Peninsula, Fáilte Ireland, St. Patrick's Festival
<p>Engagement with Abbey Tours who deal with over 160,000 visitors annually. Fingal County Council is seeking to develop a partnership with them to promote Fingal's heritage properties and other tourism attractions in the County.</p>	Abbey Tours
<p>A feasibility study commissioned in 2016 for the re-instatement of Howth Tram.</p>	Local tourism group, local heritage group
<p>Engagement with commercial tour bus operators to attract tourist busses to the County</p>	Commercial bus companies

LOOKING AHEAD

- Many of the key elements of the existing policy have been achieved
- Need to focus on what needs to be done to maximise future growth
- While maintaining progress to date



TOURISM WORK PROGRAMME 2017 – 2022 – KEY ACTIONS

This section sets out the key actions that will be implemented by Fingal County Council in the period 2017 – 2022.

<p>Connectivity:</p> <p>Issue: Transport and access is a key enabler to the development of Visit Fingal.</p> <p>Objective: Develop and deliver initiatives which will allow tourists to gain access to Fingal in a simple, timely and cost effective way</p>		
Action	Timeframe	Partners
1. Collaborate with licensed bus operators to deliver a tourist bus around Fingal including Dublin Airport.	2017	NTA, DAA, Commercial bus companies, attractions, heritage properties, local tourism groups
2. Develop and promote itineraries to Fingal including travel for people using Dublin Airport as a second tier hub by establishing a Tourist Information Office in the arrivals hall of Dublin Airport.	2017 – 2020	DAA, Accommodation providers, Commercial bus companies, Attractions, Historic properties
3. Develop and promote respective Fingal Heritage and Fingal Coastal drives.	2017	Heritage properties, Local tourism groups, Local heritage groups, NRA
4. Undertake annual signage audits to ensure that main tourism attractions are well signed and easily reached.	2017 – 2020	NRA
5. Promote Visit Fingal through annual campaign in association with Dublin Bus and Irish Rail’s corporate communications and media team.	2017 – 2020	Dublin Bus, Irish Rail, Heritage properties, Attractions
6. Commission a geo-positioned tourist app for the County which highlights towns and attractions within the County and assists tourists travel between locations.	2018	Local tourism groups, Heritage properties, Attractions
7. Sign Blueways along the River Liffey and Fingal Coast.	2017 – 2020	South Dublin County Council, Local tourism groups, Fáilte Ireland

Action	Timeframe	Partners
8. Update and renew current suite of maps, develop additional maps centred on Blanchardstown, rural villages, food, Fingal coast, and heritage as well as developing an overall orientation map for Destination Fingal.	2017 – 2020	Local tourism groups, Local heritage groups, Attractions, Heritage properties
9. Complete in incremental segments the development of the Fingal Coastal Way and support Waterways Ireland in the delivery of the Royal Canal Greenway.	2017 – 2020	Waterways Ireland, Local tourism groups, Fáilte Ireland, NTA

Skills:

Issue: First impressions form general perceptions of a tourist destination. Investment in the Fingal Tourism Development Office team, tourism frontline staff and local product marketers by ways of training is required.

Objective: The Fingal Tourism Development Office will deliver programmes which will equip frontline staff and relevant stakeholders with the necessary skills and training to deliver a quality experience.

Action	Timeframe	Partners
1. Implement the tourism element of the Fingal Skills Strategy.	2017- 2018	Educational institutions, Fáilte Ireland
2. Design and deliver a “Fingal Champions Programme” with experienced industry experts. This programme will educate frontline tourism staff regarding all aspect of the Visit Fingal experience.	Annual Programme 2017- 2020	Local tourism groups, Fáilte Ireland
3. Commission a digital marketing trainer to deliver digital marketing training courses aimed at educating and upskilling the Fingal tourism industry.	Annual Programme 2017- 2020	Attractions, Heritage properties, Local tourism groups
4. Deliver continual professional development for the Fingal Tourism Development Office team	Annual Programme 2017- 2020	Educational institutions, Fáilte Ireland

Business Tourism:

Issue: While Fingal does not possess large capacity venues it does offer a unique variety of meeting /convention spaces.

Objective: Position Fingal as an important corporate tourism destination, highlighting its proximity to the Greater Dublin Area and Dublin Airport.

Action	Timeframe	Partners
1. Formally engage with “Meet in Ireland” team, the official MICE (meetings, incentives, conference and events) brand and website for the island of Ireland to jointly market Fingal as a business tourism location.	2017	Meet in Ireland, Accommodation providers, Fáilte Ireland
2. Engage with Dublin Convention Bureau which offers free and impartial venue finding services and expert local advice to meeting planners, associations and incentive organisers to develop bespoke appropriate business tourism events and itineraries.	2017 – 2018	Dublin Convention Bureau, Accommodation providers, Fáilte Ireland
3. Develop and promote a detailed business tourism package outlining venues (including Fingal’s Heritage properties), accommodation, partners and travel solutions.	2017 – 2020	Tour operators, Attractions, Heritage properties, Accommodation providers

Accommodation:

Issue: Extending length of visitor stay can significantly increase overall tourism revenues; however, outside of the Dublin Airport and environs, Fingal lacks tourism accommodation.

Objective Deliver programmes which result in an overall increase in accommodation capacity is a necessary enabler to the development of Visit Fingal.

Action	Timeframe	Partners
1. The Fingal Tourism Development Office will create a series of online virtual hotels for each town and village incorporating all available rooms linked to all Fingal and partner websites.	2017	Accommodation providers, Local tourism groups
2. Increase accommodation capacity in Fingal through a marketing campaign which will encourage the market to provide more bed numbers in B&B's, homestay, holiday cottages, inns, hostels, campsites and caravanning.	2017 - 2020	Local tourism groups, Accommodation providers, Fáilte Ireland
3. Fingal County Council will facilitate the development of hotels of appropriate size and in appropriate locations through its planning process.	2017 – 2020	Accommodation providers
4. Undertake a feasibility study into opportunities for a dedicated Holiday Park.	2017	Local tourism groups, Holiday park operators

PRODUCT / EXPERIENCE DEVELOPMENT

Fingal is one of the fastest population growth areas in the country, encompassing a scenic 88 km coastline and a number of attractive towns as well as several centres of residential, retail and service industries surrounding a traditional market gardening region.

The range of appeals are currently projected across a wide spectrum of natural and man-made attractors, including the coastal scenery and harbour towns, cultural and heritage attractions as well as the experiences of outdoor activities, retail and food. A comprehensive range of activities for the visitor is currently promoted. These include golf, angling, equestrian, shooting/archery, walking and cycling, watersports, tennis, as well as spectator sports of cricket, rugby, soccer and gaelic games. Water based tours are also available.

Fingal County Council is investing in the development and operation of a number of visitor sites, namely Malahide Castle & Gardens, Newbridge House & Farm, Ardgillan Castle and Demesne, Bremeore Castle, Malahide Casino, Swords Castle and Skerries Mills. The facilities provide a valuable recreational and amenity resource for local residents as well as attracting visitors to the County.

Other heritage attractions include Martello Towers, Swords Round Tower, St. Doolagh's Church, Draíocht Arts Centre; National Sports Campus; National Transport Museum; The Séamus Ennis Cultural Centre and the Hurdy-Gurdy Museum in Howth.

Fingal County Council organises and supports 64 annual events in the County include Dublin Bay Prawn Festival (Howth), Flavours of Fingal County Show (Newbridge House & Farm), Skerries Water Festival, Donabate/Portrane Summer Festival, Swords Summer Festival, Harbour Festival (Rush), the Fingal Film Festival, 'Malahide Has It', Blanchardstown Family Fun-day and Summerfest Balbriggan.

Major shopping centres and retail parks at Blanchardstown and Swords already attract growing numbers of shoppers from outside the area and represent an important potential asset for further growth.



Attractions:

Issue: The quality and diversity of Fingal’s attractions forms the bedrock for Visit Fingal in drawing people to the County. The development, maintenance and promotion of these attractions is of utmost importance.

Objective: Achieve a doubling of visitor numbers, deliver €20 million expenditure and support an additional 500-700 jobs by establishing the Fingal Heritage Trust.

Action	Timeframe	Partners
<p>1. Implement the performance improvement aspects of the 2016 Strategic Review of Heritage Properties including:</p> <ul style="list-style-type: none"> • Interim management arrangement for Malahide Castle & Gardens, Newbridge House & Farm and Swords Castle • Technology • Interpretation • Presentation • Cross Promotion • Curation • Events • Innovation • Gardens and Demesnes 	<p>2017 – 2020</p>	<p>Fáilte Ireland, Heritage properties, Department of AHRRG</p>
<p>2. Complete a feasibility study on the potential of Shakleton Mill, Lucan.</p>	<p>2018</p>	<p>Local tourism groups, Local heritage groups</p>
<p>3. Complete the heritage property capital works scheme (€10 million) 2017 – 2019 including:</p> <ul style="list-style-type: none"> • Completion and opening of Malahide Casino to accommodate the Fry Model Railway. • Completion and opening of Bremore Castle. • Roof works at Newbridge House, Malahide Castle and Ardgillan Castle. • Completion and opening of new coffee shop and visitors centre in Newbridge House. • Completion of phase 2 of the works to Swords Castle. • General improvement works throughout Heritage Properties. 	<p>2017 - 2019</p>	<p>Heritage properties</p>

<p>4. Assist the promotion and development of new and innovative tourist attractions with a focus on:</p> <ul style="list-style-type: none">• Museums• Family Fun• Interpretive Centres• Sports• Education• Dublin 15• Balbriggan• Rural Villages		Heritage properties, Attractions, local tourism groups, Private sector, LEO
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Food:

Issue: Food Tourism constitutes a vital component of the tourism experience. According to Fáilte Ireland: The vision for food tourism is that: 'Ireland will be recognised by visitors for memorable food experiences which evoke a unique sense of place, culture and hospitality'

Objective: Leverage the rise of mainstream interest in food to explore new consumer markets and drive business to a wider range of tourism suppliers working in the food and beverage sector in Fingal.

Action	Timeframe	Partners
1. Work with LEADER and LEO to develop and market locally branded food and beverage(s) around the Flavours of Fingal initiative.	2017 – 2020	LEADER, LEO, Private sector, Attractions
2. Tailor food experiences in association with the food industry such as behind the scene factory visits, farm visits and chef's kitchen table.	2017 – 2018	Heritage properties, Attractions, Accommodation providers, Food and beverage industry
3. Work with local tourism groups and industry parties to develop and grow Food Festivals.	2017 - 2020	Local tourism groups, Food and beverage industry
4. Incorporate a cross selling seafood promotion into the Dublin Coastal Villages initiative.	2017 – 2018	Local tourism groups, Food and beverage industry
5. Develop an authentic 'local food' provenance programme with Fingal Heritage properties.	2017 - 2018	Local tourism groups, Food and beverage industry, Accommodation providers
6. Work with Fingal Farmers to 'grow' a Farmgate Culture and to participate in local food markets.	2017 - 2018	Fingal Farmers
7. Develop Fingal Tourist Taste Trail, Farm Trail, or 'Place on a plate' experiences.	2017 – 2020	Local tourism groups, Food and beverage industry, Fingal Farmers
8. Develop unique food experiences and / or spaces such as a dedicated pop-up restaurant space for up and coming chefs.	2017 - 2018	Local tourism groups, Food and beverage industry, Fingal Farmers, Heritage properties, Attractions

FESTIVALS & EVENTS

Festivals and events create important reasons to visit a destination, which has proved very successful for Dublin and other areas of the country. Besides the obvious benefit of attracting attendees, festivals and events can also increase awareness of the destination and convey motivators to potential visitors.

<p>Events:</p> <p>Issue: Events have always been an important attraction for visitors and residents in Fingal. They have a positive impact on the tourist experience, improve Fingal’s image and support the local community.</p> <p>Objective: The Fingal Tourism Development Office will deliver an events programme which can:</p> <ul style="list-style-type: none"> • fund and support over 50 events attracting nearly 500,000 people • generate approximately €30.1 million annual spend in local economy • support approximately 360 jobs mostly in the local economy. • enhance the Visit Fingal offering. 		
Action	Timeframe	Partners
1. The Fingal Tourism Development Office will continue to support existing festivals with a track record of attracting domestic and international tourists including event management advice and financial support through the “call for proposals” scheme.	2017 – 2020	Local tourism groups, Local event groups, Event companies
2. Develop, innovate and nurture new events with identified tourism potential through active support, marketing, engagement and the “call for proposals” scheme.	2017 - 2020	Local tourism groups, Local event groups, Event companies
3. Support National Governing Bodies of Sport to market Fingal as a destination for large national and international sporting events by hosting delegations, providing financial assistance, providing in kind supports and other applicable measures requested by NGB’s.	2017 - 2020	NGB’s of Sport, Sport Ireland, Fáilte Ireland
4. Formally engage with concert promoters on an annual basis to promote our heritage properties/parks as venues for major concerts.	2017 - 2020	Concert promoters
5. Develop an annual event guide for distribution via all relevant social media platforms as well as to all households and accommodation providers in Fingal.	2017 - 2020	Local tourism groups, Local event groups, Accommodation providers

MARKETING & PROMOTION

Visitors to the Fingal Region can be identified as follows:

- Social Energisers
- Culturally Curious
- Connected Families
- Conference and incentive visitors
- Cruise visitors
- Event visitors

Following on from the branding work carried out in 2016 the Fingal Tourism Development Office is rolling out a marketing campaign to best target these segment visitors. The marketing objectives and main marketing action areas for 2017 are:

- Social media & digital marketing
- Industry co-operative initiatives
- Brand & cluster experiences
- Domestic/ Northern Ireland & International marketing

<p>Marketing:</p> <p>Issue: In order to grow visits to the area Fingal’s Tourism Marketing Strategy needs to grow Fingal’s tourism brand and identity. The marketing of Visit Fingal is a fundamental part of the Fingal Tourism Developments Office overall tourism plan.</p> <p>Objective Deliver a marketing campaign which ensures sustainable economic growth for Fingal by attracting more local, domestic and International visitors to the area.</p>		
Action	Timeframe	Partners
1. Roll out a destination marketing campaign around the Dublin Coastal Villages proposition.	2017 - 2020	Local tourism groups, Food and beverage industry, Fáilte Ireland
2. Align the Fingal Tourism brand with the evolving <i>Dublin “A Breath of Fresh Air”</i> Brand and synchronise use of that Fingal Tourism brand with industry stakeholders by adding to the Fingal content pool, standardising key tourism messages and delivering suites of marketing collateral.	2017 – 2020	GDTA, local tourism groups
3. Collaborate with tourism groups to develop marketing propositions around the Dublin Coastal Villages proposition, facilitate co-operative marketing initiatives, cluster and cross sell experiences, develop events & festivals, provide Tourist Information Offices and assist with the CMS of local tourism website and social media.	2017 – 2018	Local tourism groups, Food and beverage industry

Action	Timeframe	Partners
4. Roll out an annual digital /social strategy for tourism in Fingal aimed at increasing visitors/page views to website/blog, increasing number of hash tagged posts, improving number of social shares, “likes” or “favourites”, guaranteeing the number of blogged posts generated and improving total reach of influencers	2017 – 2020	Local tourism groups
5. Secure a Visit Fingal presence at Dublin Airport to include a Tourist Information Office.	2017	DAA
6. Facilitate Fáilte Ireland & Tourism Ireland’s International Publicity and Overseas Buyers Programmes to increase familiarisation trips to Fingal. Push Fingal’s content pool through Fáilte Ireland & Tourism Ireland’s channels.	2017 – 2020	Fáilte Ireland, Tourism Ireland
7. Use the Fingal brand creative when engaging with any and all media, tour operators, publicity campaigns etc	2017 – 2020	Local tourism groups, Fáilte Ireland, Tour operators, Attractions, Heritage properties
8. Distribute, annually, 500,000 pieces of marketing collateral, maps, brochures, etc. through a distribution service. Where appropriate place select advertising.	2017 - 2020	
9. Work with a film scouting company to pitch Fingal as filming location.	2017	Irish Film Board



REGIONAL COLLABORATION AND BESPOKE INITIATIVES

DUBLIN COASTAL VILLAGES

Fingal Tourism Development Office will continue to work with tourism businesses in the Dublin Coastal Villages to help them develop their area as a world-class tourism destination, to create a destination with a common theme and interpretation.

To develop the Dublin Coastal Villages as a leading international tourism destination a better cross village cooperative approach must be adopted, along with a common marketing and development approach. Buy in and cooperation is required. The local tourism groups are critical to the success of the overall plan and a key link to the host communities and businesses that make up the tourism fabric of the Dublin Coastal Villages.

In order to achieve the a strong Dublin Coastal Village theme, the following is required:

- Create a clear vision for the destination agreed across the villages
- develop and deliver on a marketing plan for Dublin Coastal Villages
- Draw up destination priorities such as win the Foodie Destinations of Ireland for Dublin Coastal Villages
- develop a range of packages/themed experiences
- Promote a 'what's on today/this week/this month list' for use when promoting
- increase overall awareness of the Dublin Coastal Villages by all (including those outside tourism) of the region itself through local PR using web-based and e-marketing

INDUSTRY COLLABORATION

Fingal's marketing and development activity is marked by a spirit of exploration, innovation and collaboration, especially in terms of successful tourism industry partnership, all of which contribute to the positive momentum we currently enjoy and look forward to building upon in 2017 and beyond.

The Fingal Tourism Development Office relies on industry collaboration in order to leverage resources and to ensure a more integrated and coordinated approach to brand and destination development. In partnership with state agencies: Fáilte Ireland and Tourism Ireland, the Fingal Tourism Development Office undertakes many new and innovative marketing initiatives including: branding strategies (aligning with Dublin "A Breath of Fresh Air" for instance), highly visual branded marketing material, web based cross selling opportunities and maximising Fingal's presence in domestic and international campaigns.

Fáilte Ireland's UK Campaign October 2016: Dublin is what happens in between



To reinvigorate and accelerate development and promotion of the towns and villages in Fingal the FTDO developed over the past number of years and supports a network of local tourism development groups in Howth, Skerries, Balbriggan and Swords. In collaboration with these groups these destinations now enjoy productive Tourist Information Offices, successful Events & Festivals, a suite of promotional material, supports in digital marketing, and participation in a programme for the development and promotion of the Dublin Coastal Villages, a major campaign for 2017 and beyond.

FINGAL OUTDOOR ADVENTURES

Fingal Tourism Development Office will work with FLAG to engage in a branding initiative for “Fingal Adventure” aimed at inspiring social engersers to use what the Fingal Coast has to offer i.e. surfing, diving, kayaking, SUP, powerboating, zip lining, archery, aerial trekking, abseiling, climbing. It is envisaged this project when developed might evolve into a Dublin Coastal Blue Way.

LIFFEY VALLEY BLUEWAY

Following a joint initiative by Fingal County Council and South Dublin County Council, a feasibility assessment report is currently being developed in relation to the development of a Liffey Blueway and recreational facilities in publicly owned parks adjacent to the river Liffey.

MONITORING AND REVIEW

This work programme is aligned with the objectives of the LECP. In doing so, it is agreed by the Local Community and Development Committee. Importantly, it will form an important element of the part of the annual presentation made to the Council on the status and delivery of the LECP.

The implementation of this work programme will be aligned with the delivery of the Fingal Local Economic and Community Plan 2016 - 2021. Consistent with this, progress updates will be received by the Local Community Development Committee as a standing item at each meeting, and a more in depth report delivered at every other meeting.

Similarly, an update is received by members of the Economic Development and Enterprise Strategic Policy Committee at each of their meetings, with a report of greater detail delivered bi-annually. In addition a report will be submitted to the full Council as part of the LCDC annual report each April.

In addition, as part of the Fingal Tourism Strategy, the Fingal Tourism Development Office, has been established to drive the delivery of the Fingal Tourism Strategy in close collaboration with all tourism sector stakeholders within the County. The oversight of Fingal Tourism Development Office's performance in tourism development has been given to an oversight group that consists of both elected members and sectoral representatives.

The Tourism Development Office reports to the Fingal Tourism Oversight Group in January of each year regarding its annual work plan and again at year end to give an update on outcomes for the year.

A measurement framework, including key performance indicators (KPIs), is also essential to monitor the effectiveness of Fingal's tourism strategy.

Examples of the key performance indicators include:

- Number of visitors – domestic and overseas, ideally by purpose of visits;
- Value of tourism spending by visitors;
- Employment in the accommodation, food service and events sectors;