

Dublin Coastal Trail FAQ's - 2022

Background:

Fáilte Ireland is developing the **Dublin Coastal Trail** to bring the coastline to life with an unrivalled visitor experience and make it a 'must do' for visitors to Dublin.

The Dublin Coastal Trail initiative will be launching in Q1 of 2022.

Dublin Coastal Trail will encourage more visitors to move outside the city centre and explore the coastal towns that lie within easy reach of the city centre. Dublin's coastline is dotted with beaches, golf links, adventure sports, castles, culture, heritage, coastal villages with local food and drink, and an abundance of things to see and do, visitors can enjoy different and often unexpected experiences on the doorstep of Dublin city centre.

The trail will begin at Skerries and run to Killiney. Each location along the Dublin Coastal Trail will have signage (from December 2021) to greet the visitor upon arrival and within the town itself, offering a sense of the place and give them some suggestions of things to see and do.

The trail encourages multi modal exploration – focusing on the Dart and Rail line but also includes walking and cycling routes that run parallel.

11 Locations included in Phase 1

Skerries

Malahide

Howth

Raheny - Bull Island

Docklands

Sandymount

Salthill & Monkstown

Dun Laoghaire

Sandycove & Glasthule

Dalkey

Killiney

Phase 2

Currently we are focused on the development and launch of Phase 1 of the project as these locations were identified as the most suitable initially. Once we formally launch the trail, we will work with businesses & other stakeholders to complete an assessment of how it's performing in terms of driving visitor numbers and spend, after which we will assess options for a phase 2 roll out, based on any learnings resulting from this assessment.

Potential Questions & Answers

Why launch a Coastal Trail now when the city centre is decimated from a tourism point of view?

Dublin's brand 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 proximity of the coastline and mountains help Dublin stand out against the competition in international city breaks. Showcasing these amazing coastal locations, their proximity to the city centre, their accessible experiences and local authenticity is what further propels the entire Dublin offering to the forefront in the mind of the international visitor.

The Coastal Trail is a culmination of a 4-year orientation programme with key industry stakeholders, to enable visitors to better navigate the city and county, to confidently explore all that Dublin has to offer. Crucially it enables visitors to better immerse themselves in local experiences in these featured locations.

What is the cost of this project?

Phase 1 of the Dublin Coastal Trail is €700k

Some of these locations would argue they have a lot of visitors already and do not have capacity for more.

One focus of this project is managing visitor flow along the coastline as a whole – presenting a wide variety of appealing options for visitors as part of an overarching tourism proposition.

In traditionally high-volume locations the objective, particularly around activation, is to present an array of opportunities for visitors to explore the wider village areas, not just traditional hotspots and at peak times. Visitors will be equipped to better engage with local businesses, cultural events, outdoor activity

providers, thus providing more benefits to the local area. Therefore, increasing dwell time and engagement in tourism providers.

How will the cycle lanes feed into this?

The trail encourages multi modal exploration – focusing on the Dart and Rail line but also includes walking and cycling routes that run parallel.

One of the lasting impacts of Covid 19 is the surge in popularity in cycling and exploring the Coastal Trail by bike will be an important opportunity for both the villages and attractions on route. To capitalise on this, it is important that locations across the trail are prepared to welcome and retain cyclists, offering them clear itineraries and ways to explore and make connections between Dublin's coastal communities. The provision of secure bike parking and bike rental will also be important to this demographic.

There are new cycle lanes in development across Dun Laoghaire Rathdown.

Fingal County Council has an exciting programme of greenway infrastructure development under development at present. With 88 kilometres of coastline, Fingal has great potential for the provision of cycleways which will improve sustainability, transport infrastructure and the health and well-being of the County's residents.

*Bicycles on DART Trains: Irish Rail welcome bicycles free of charge on off peak DART services. Bicycles that are folded and covered can be carried on all DART services with no time restrictions. Bicycles are not permitted on DART services before 09:30hrs and between the hours of 16:00hrs and 19:00hrs Monday to Friday. Customers can travel with bikes all day Saturday and Sunday.

When will this be launched to the international market?

Q1 will be in initial launch of the Coastal Trail both domestically and internationally.

What is being done for tourism businesses in the areas?

There is an industry and stakeholder activation piece to accompany the infrastructural side of the project. Its' main objectives are as below:

- Bring the Dublin Coastal Trail to life by promoting a rich visitor experience along the route.
- Ensure that the range of tourism experiences across villages are fit for purpose, well defined, accessible, to increase benefit for the local economy. (Destination selling training, Suite of stories, collateral,

focusing the product offering to potential market, collaboration, digital that delivers programme – 18 Coastal business accepted)

- Community activation (not just those in tourism) front line staff – those who engage with visitors

Is this intended to be similar to the Wild Atlantic Way?

The Wild Atlantic Way and Dublin are entirely different propositions – appealing to different profiles of visitors.

Dublin is predominantly appealing to international visitor as a city break destination and this trail (accessed via cities urban train network) is a fantastic addition to the Dublin portfolio as it seeks to bolster its appeal as a differentiated, vibrant visitor experience - where city living thrives side by side with the natural outdoors.

Measurement

- QR codes on signs – number of scans of the QR codes with foreign language.
- Visitor Leap Card – Data usage on coastal village stops
- Saleable Experience Increased and Cross Promotion
- Footfall counters in relevant areas