

# Tourism Strategy & Marketing Plan 2017–2022

## Dún Laoghaire Rathdown County Council

Planning | Research | Economics

### DESCRIPTION

The Dún Laoghaire Rathdown Tourism Strategy & Marketing Plan 2017–2022, prepared by FAC in association with LBA and DBA, sets out the case for tourism in the county and strengthens the proposition that exists. It does so in the context of ‘Dublin – A Breath of Fresh Air’, the tourism marketing plan for the wider Dublin Region.

Dún Laoghaire Rathdown’s tourist amenities and attractions are many. It benefits from the physical environment and the natural beauty of the Dublin Mountains, as well as Dublin Bay and Killiney Bay. It has a rich history and culture that has evolved from its maritime heritage, its connections with the spoken word and its position in the Dublin Region.

This project commissioned involved the establishment of the current tourism situation within the county, together with the identification of the challenges and opportunities of the tourism sector. In addition, a tourism Vision and association Strategic Objectives, key related projects and relevant supporting Actions were developed. These actions were set out in a monitoring and evaluation mechanism. The overall approach employed focused upon working closely with all relevant stakeholders, including the local community, public sector organisations, key tourism operators and providers, the business community.

FAC was also responsible for the visualisation of all report data in addition to the final report design.

### Expertise

- Tourism and Marketing
- Data Analysis
- Policy Review
- Strategic Analysis
- Report Visualisation
- Stakeholder Consultation
- External Presentations
- Project Management

### Client

Dún Laoghaire Rathdown County Council

### Year

2016

