



Trade and community engagement and activation
 Throughout each stage of the process



Project Update No.1

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Welcome to the first project bulletin on The Dublin project. The purpose of this short update is to keep you informed of the progress we have made and the latest developments in The Dublin project. We would be very glad to hear from you with any ideas or suggestions you have that can help us along our journey to deliver a truly International Flagship project for Tourism in Ireland.

What's it all about?

The Dublin is a project that will significantly enhance the visitor experience of Dublin City through the creation of a unique branded cultural trail. The Dublin - Dublin's discover Trail will run from College Green to Kilmainham and will be the "highway" that directs the visitor on a journey through

place, culture and time. The Dublin will be designed to connect some of the city's most famous attractions, unlock some of the city's hidden gems and provide an opportunity to share our stories with visitors, through Dublin's greatest asset, the people!

Objectives

The simple premise behind this Project for developing the route is that the whole is greater than the sum of the parts. Instead of functioning simply as an attractive setting for separate and sometimes competing attractions, the aim of The Dublin to help current and future venues along the route to establish a new collective identity as a heritage and cultural tourism destination of international importance. It is also about creating new and exciting visitor experiences and events along the route that will animate the visitor experience into a more memorable one.

We are on the move

The public, private and voluntary sectors are working collaboratively to make the most of this journey through Dublin's past and present. A number of work streams are already underway to deliver on the potential highlighted in the Dublin Framework Plan, which can be viewed at dublina.failteireland.ie.

Significant funding has been secured to deliver the first stage of interventions including improvements to the public realm and the development of a new information and animation hub at Barnardo's Square. As part of the transition process a number of tools are being designed to promote this new and exciting proposition, including new digital and sales development strategies. Forums are being established to support the businesses, communities and institutions along the route.



Tell us what you think

The inputs that we have received to date have greatly assisted us in shaping this project. As you can see from the table on the back page we will soon move to the implementation stage of the project. The Dublin is all about creating a great and memorable visitor experience so please get in touch at any stage and give us your feedback and inputs. This initiative is all about **WORKING TOGETHER.**

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The Dublin

DUBLIN DISCOVERY TRAIL

- THEATRE & CINEMA**
 - Lighthouse Cinema
 - Vicar Street
 - Tivoli Theatre Venue
 - Wood Quay
 - Smock Alley Theatre
 - The New Theatre (The Connolly Bookshop)
 - Olympia Theatre
 - Irish Film Institute
 - The Ark - Cultural Centre for Children
 - Project Arts Centre
- PUBLIC ART**
 - Obelisk / Fountain
 - James Joyce Monument
 - O'Connell Monument
 - Thomas Davis Memorial
 - Henry Grattan
 - Edmund Burke
 - Oliver Goldsmith
 - Phil Lynott
 - Robert Emmet

- HISTORIC SITES / ATTRACTIONS**
 - Dublin Zoo
 - Arbour Hill Memorial
 - James Joyce House of the Dead
 - Guinness Brewery / St James's Gate
 - St Catherine's Church Meath Street
 - Old Jameson Distillery
 - St Michans
 - Church
 - St Audoen's Gate
 - Franciscan Friary
 - Tailors Hall
 - Dublin Civic Trust
 - Werburgh's Church
 - State Apartments
 - Saint Sepulchres Palace
 - Whitefriars Church
 - George's Street Arcade
 - Powerscourt Town House
 - St Andrew's Church
 - Fusiliers Arch
 - Wentworth House
 - St Ann's Church
 - Sweeney's Pharmacy
 - The Spire
 - The General Post Office
- GARDENS / PARKS**
 - War Memorial Gardens
 - Royal Hospital Grounds
 - Phoenix Park
 - Croppies Acre
 - St Catherine's Church & Graveyard
 - St Audoen's Park
 - Peace Park
 - St Patrick's Park
 - Wolfe Tone Square
 - Castle Gardens
 - St Stephens Green

- MUSEUMS, GALLERIES & LIBRARIES**
 - Irish Museum of Modern Art (IMMA)
 - Iveagh Trust Museum Flat
 - Marsh's Library
 - National Archives
 - Revenue Museum
 - Story of Dublin (City Hall)
 - Garda Museum
 - Gallery of Photography
 - The National Photographic Archive (Kildare Street)
 - National Wax Museum Plus
 - Little Museum of Dublin
 - National Gallery of Ireland (Kildare Street)
 - National Museum of Ireland Archaeology (Kildare Street)
 - National Library of Ireland (Kildare Street)
 - Dublin Science Gallery
 - National Leprechaun Museum

SCALE
 1:2000
 This map is to scale, but the highlighted attractions are for illustrative purposes only.

CITY WALL (Cook Street)
 LUAS - RED LINE
 LUAS - GREEN LINE

Check out visitdublin.com for a selection of relevant Dublin Apps

