Complete



Concept and Consultation

Investigate the heritage assets

Scope visitor journey and define the route

Stakeholder and community consultation

Publish framework plan; dubline.failteireland.ie

We are Here



Planning

Fáilte Ireland funding approved

Identify partner funding

Formation of partners group

Set up working group on public realm

Develop navigation/ orientation plan

Develop proposition and brand

Design business support schemes

Trade & community engagement



Design and initial implementation

Dubline business



Implementation and Future Development

Key capital & public realm improvements

International tourism promotion campaign for the Dubline

Dubline visitor information hub opens

New events & animation

Extensions to the route

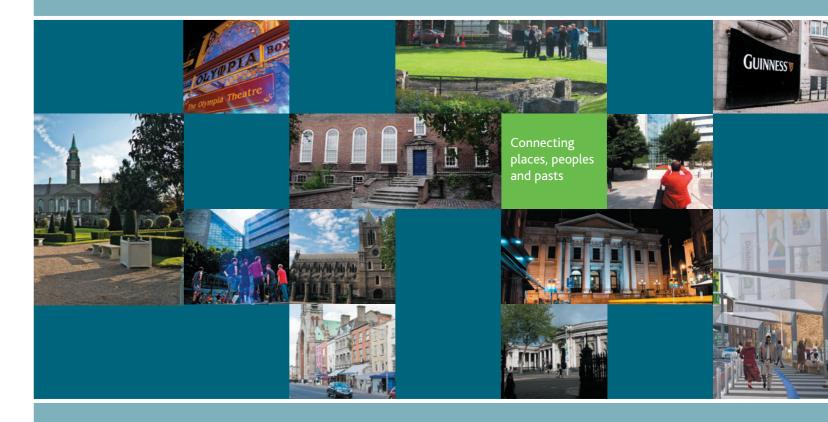
Measure results

- Visitor numbers
- Visitor experience
- Retail uplift



Project Update No.1

February 2013



















Welcome to the first project bulletin on The Dubline project. The purpose of this short update is to keep you informed of the progress we have made and the latest developments in The Dubline 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 Dubline is a project that will significantly enhance the visitor experience of Dublin City through the creation of a unique branded cultural trail. The Dubline - 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 Dubline 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 Dubline 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 Dubline Framework Plan, which can be viewed at dubline.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 Dubline 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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Oublin Discovery Trail





