THE DUBLIN MOUNTAINS

Destination & Experience Development Plan



DRAFT SEPT. 2026

dlr Comhairle Contae County Council

Comhphártíocht Shléibhte Bhaile Átha Cliath
Dublin Mountains Partnership

SDCC Comhairle Contae Átha Cliath Theas South Dublin County Council

Fáilte Ireland

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Objective 1: Establish Dublin Mountains as a leading outdoor destination on Dublin City's doorstep

Objective 2: Re-imagine how the Dublin Mountains story is told through product investment that delivers unforgettable outdoor experiences animated by epic views over the city and coast

Objective 3: Support new and existing tourism businesses to grow the range of experiences that inspire visitors to explore and discover the Dublin Mountains

Objective 4: Implement a sustainable tourism development approach for the Dublin Mountains that is compatible with the conservation of the area's diverse natural, built and cultural resources

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Executive Summary

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The Dublin Mountains offer a unique opportunity to experience a different side of Dublin. Rising above the city and coast, they combine outdoor adventure, nature, heritage and culture in a landscape that remains one of the region's most under-recognised tourism assets. While the area attracts significant recreational use and is supported by a growing tourism offer, its potential as a coherent visitor destination has yet to be fully realised.

This Destination and Experience Development Plan (DEDP) sets out a framework for the sustainable development of tourism in the Dublin Mountains over the period 2027-2032. Guided by a longer-term vision for 2036, the plan supports the development of the Dublin Mountains as a leading destination for sustainable outdoor activity, where every experience reveals a surprising side of Dublin.

To achieve this vision, the plan focuses on four strategic priorities:

1. **Destination** – Strengthen the positioning of the Dublin Mountains as a leading outdoor destination while improving access, accommodation and visitor services.
2. **Experiences** – Enhance trails, viewpoints and outdoor experiences that showcase the area's landscape, heritage and stories.
3. **Tourism Businesses** – Support tourism businesses to develop new visitor experiences, strengthen collaboration and increase the economic and community benefits generated through tourism.
4. **Stewardship & Environment** – Ensure tourism development enhances and protects the natural, cultural and community assets that make the Dublin Mountains distinctive.

Priority actions include improving sustainable transport connections, enhancing the Dublin Mountains Way as a signature experience, developing iconic viewpoints, supporting delivery of the Dublin Mountains Visitor Centre, growing accommodation and visitor services, and strengthening connections with Dublin City, the Dublin Coast and the Wicklow Mountains.

Successful delivery of the plan will create a more connected, accessible and experience-rich destination, strengthen tourism businesses and local communities, and safeguard the natural, cultural and heritage assets that underpin the Dublin Mountains experience.

SECTION ONE

Overview & Context



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1.1 About this plan

The Dublin Mountains Destination & Experience Development Plan (DEDP) is a five-year sustainable tourism development plan for the Dublin Mountains. Developed in partnership with local authorities, tourism businesses, community stakeholders and public agencies, the plan provides a coordinated approach to enhancing the visitor experience while protecting the environmental, cultural and heritage assets that make the Dublin Mountains unique.

The DEDP seeks to position the Dublin Mountains as a leading outdoor destination within Dublin's City, Coast and Mountains proposition by strengthening the range of visitor experiences available, improving access, supporting tourism businesses and embedding sustainable destination stewardship across all aspects of tourism development.

The plan will guide investment, collaboration and project delivery over the period 2027-2032 and establish a shared framework for destination development among all stakeholders.



1.2 How the Plan was developed

The Dublin Mountains DEDP has been developed through an extensive consultation and research process with the support and involvement of the private sector, South Dublin County and Dún Laoghaire Rathdown local authorities and partners such as the Dublin Mountains Partnership, Fingal Leader Partnership and Coillte. The plan incorporates the views of our visitors, the tourism industry network and local communities. It represents a five-year destination roadmap for all stakeholders incorporating a mix of catalyst and supporting projects designed to attract visitors and retain them in the area for longer.

The approach is designed to unlock the economic growth potential of tourism for local communities in the Dublin Mountains. The mix of projects within the plan accounts for the uniqueness of the Dublin Mountains environment and a commitment to sustainable tourism and destination stewardship.

The Dublin Mountains DEDP is structured around;

- A 10-year shared destination vision focusing on what differentiates the Dublin Mountains from other destinations, and how it contributes to the broader Dublin regional tourism vision.
- 5-year objectives take into account the area's tourism development requirements, product and experience development, destination stewardship and growing the capabilities of the Dublin Mountains Tourism Network.
- Catalyst projects are projects with the capacity to transform the Dublin Mountains visitor experience. They include exploring new tourism opportunities or building on projects identified in existing strategic plans. These include all relevant local authority tourism strategies and the Dublin Mountains Partnership Strategic Plan.
- Supporting projects are a range of initiatives that enable the tourism network and local community maximise the opportunity provided by various projects implemented in the DEDP. This will include initiatives such as training and capability building and continued development of the Dublin Mountains tourism network.
- Measurement and KPIs will be used to measure and track the delivery of the Dublin Mountains DEDP across a range of sustainability indicators linked to the V.I.C.E. model for sustainable tourism.

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1.3 Developing the Dublin Mountains DEDP – A collaborative, evidence-based approach to destination planning

103 Visitor One to One Interviews



Fáilte Ireland Destination Attitude Survey



27 One-to-one consultations



22 Industry survey responses



60 Participants Tourism Industry Workshop



Visitor Strategy Assessment



Community consultation sessions



International benchmarking programme



Mystery Shop Visits



Tourism Product Audit



Tourism Accommodation Audit



Destination Tourism Maturity Assessment



Destination Transport & Access Study



Environmental Assessment



Draft DEDP issued for Public Consultation



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1.4 What we heard – Insights from visitors, tourism businesses and communities

What the Visitors Said

Highlight of their Trip to the Dublin Mountains

- Scenery, views and being in nature
- Spending time with family and friends
- Mountain biking experience
- Hiking / walking
- Recreation and exercise in the mountains

Suggested areas for improvement

- Improving access and transport to the Dublin Mountains.
- Improvements to wayfinding & signage.
- More visitor amenities i.e. changing facilities, toilets, etc.
- Maintain existing trails.
- More awareness as a tourism destination.

What the Tourism Industry Said

Industry Priorities

- Improve access to the Dublin Mountains through better public transport and connectivity.
- Protect the sensitive environment within the Dublin Mountains.
- Grow awareness as a sustainable tourism destination.
- Grow accommodation options.
- Develop visitor infrastructure e.g. parking, visitor services.
- Maintenance of existing trails.
- Connect Dublin Mountains experiences to retain visitors for longer.
- Greater levels of collaboration among the tourism industry.

What the Community said

Community Priorities

- Promote responsible tourism and encourage visitors to respect the sensitive environment of the Dublin Mountains.
- Improve visitor education on appropriate behaviour in the Dublin Mountains.
- Create opportunities for the new tourism enterprises, services and experiences.
- Ensure the DEDP delivers meaningful benefits for both visitors and local communities.
- Develop sustainable transport options that reduce traffic, congestion and pressure on local roads.
- Improve facilities that meet the needs of both visitors and community users i.e. parking, toilets etc.
- That local communities are collaborated with throughout the delivery of the DEDP.

Collective Sustainable Tourism Ambition

The Dublin Mountains in Five Years Time

- Tourism development is balanced with the protection of the sensitive environment within the Dublin Mountains.
- Ease of access to and around the Dublin Mountains through increased range of public transport options.
- Increased number of visitor experiences with no negative impact on the environment.
- All visitors practice responsible behaviour and understand their role in protecting the natural environment.
- Local communities benefit from tourism and sustained local employment.
- Awareness in domestic and international markets as a sustainable tourism destination.

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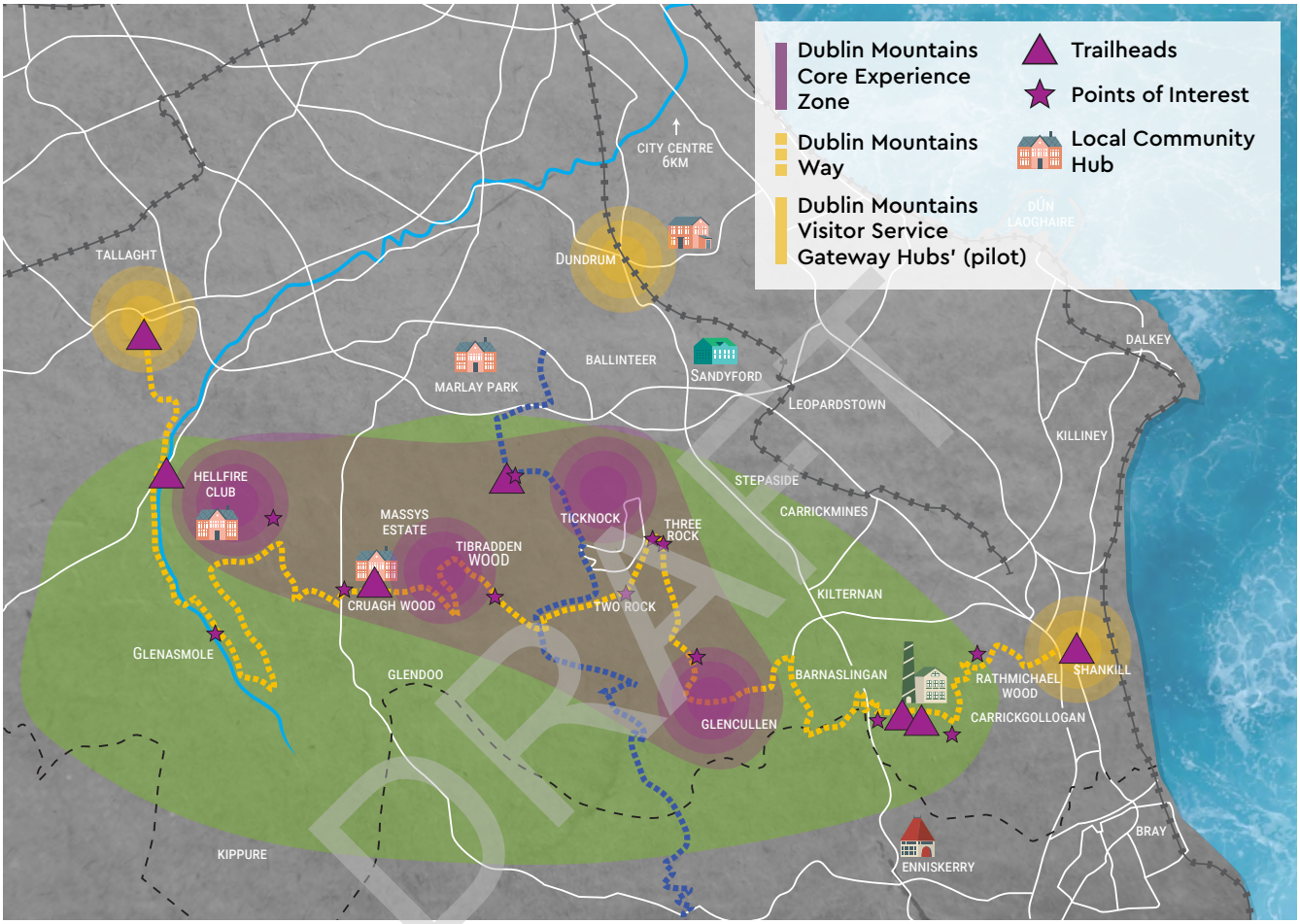
1.5 The Dublin Mountains Destination

The Dublin Mountains occupy the southern fringe of Dublin and provide a distinctive outdoor recreation and tourism asset within easy reach of the city. Defined by a network of forests, trails, archaeological sites, heritage assets and viewpoints, the area offers a unique opportunity to combine urban and outdoor experiences within a single visitor journey.

The spatial focus of the DEDP is centred on two interconnected areas:



Dublin Mountains Core Experience Zone

The Core Experience Zone comprises the uplands area with the greatest concentration of visitor experiences, outdoor recreation facilities, trails and heritage assets. Anchored by the 42km Dublin Mountains Way, the zone represents the primary location for visitor engagement with the destination.

Visitor Gateway Hubs

The gateway hubs of Tallaght, Dundrum, Kilternan and Shankill play a critical role in supporting the visitor experience. These locations provide accommodation, food and beverage, transport connections, visitor services and access into the Dublin Mountains, helping retain visitors in the area for longer and increasing the economic impact of tourism. The importance of the city centre as a visitor hub will also be maximised by growing the appeal of the mountains among city break visitors and creating more reasons to extend their stay.



Sustainable Tourism Focus

The Dublin Mountains Partnership was formed in 2008 and established as a partnership approach to improve public access and enhance recreational opportunities in the Dublin Mountains. Parts of the Dublin Mountains are designated as Natura 2000 site under EU directive and have been protected within this framework since 1995. The approach within this plan is a collective commitment to sustainability and the stewardship of the Dublin Mountains environment. Adopting a regenerative tourism focus will prioritise the protection of the unique biodiversity, archaeology and cultural heritage of the Dublin Mountains through a sustainable approach to land and trails management. Consistent with all other destination and experience development plans, the Dublin DEDP is developed using the V.I.C.E. model for sustainable tourism, ensuring an appropriate balance between the needs of nature and the environment (the 'E'), local communities (the 'C'), tourism industry (the 'I') and the visitor (the 'V').

Regional Connectivity and Collaboration

The Dublin Mountains, Dublin Coast and Wicklow DEDPs were developed concurrently in recognition of the strong tourism and recreational linkages between these destinations.

Building on the Dublin City DEDP (2025), the mountains and Coast DEDPs aim to establish and strengthen Dublin's distinctive City, Coast and Mountains proposition, with each destination contributing a complementary part of the overall visitor experience.

While each destination has a distinct tourism proposition and development pathway, opportunities for collaboration exist between the Dublin Coast, Mountains and Wicklow to strengthen visitor connectivity, develop complementary outdoor recreation experiences and improve sustainable transport connections between the two destinations.

Opportunities for collaboration include walking trails, (The Dublin coast, for example has a direct link to the Dublin Mountains Way from Shankill Dart station) mountain biking, visitor mobility, food tourism and the development of linked visitor experiences and itineraries that encourage visitors to explore more widely, stay longer and engage with a broader range of outdoor experiences.

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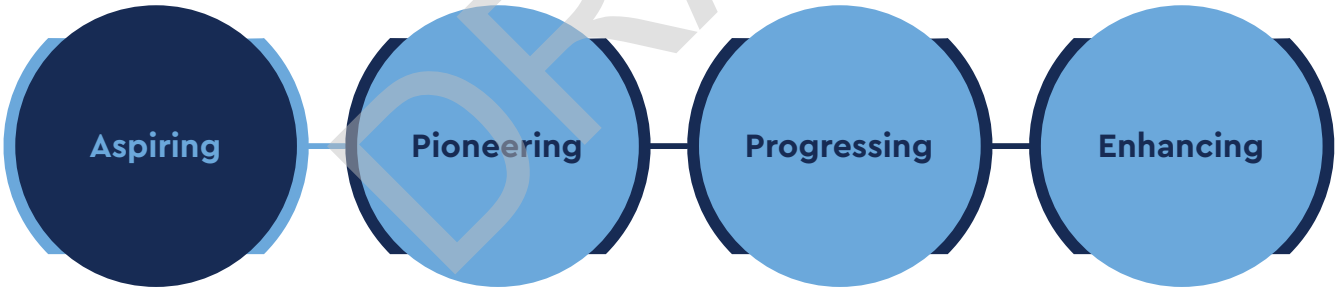
1.6 Destination Maturity



Based on Fáilte Ireland's Destination Maturity Framework, the Dublin Mountains are classified as an Aspiring Destination. While the area attracts significant recreational use and appeals strongly to outdoor activity enthusiasts such as walkers, hikers, cyclists and mountain bikers, it remains relatively undiscovered as a tourism destination among domestic and international visitors.

A significant strength of the Dublin Mountains is the large local and regional recreation audience that regularly uses the destination for walking, cycling, outdoor recreation and nature-based activities. While many of these users may not be considered tourism visitors, they play an important role in supporting local businesses, creating year-round demand for services and experiences, and fostering a strong culture of outdoor recreation and stewardship.

Reflecting the destination's maturity and current experience base, the primary tourism opportunity lies in increasing engagement among visitors already coming to Dublin and visitors seeking outdoor and nature-based experiences. As the destination proposition strengthens, opportunities will emerge to attract a broader range of domestic leisure visitors and international leisure visitors seeking experiences beyond the traditional city break.

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1.7 Opportunities and Challenges

The Dublin Mountains possess many of the characteristics required to become a leading sustainable outdoor destination. Achieving the vision and target outcomes of this DEDP will require addressing a number of strategic challenges while capitalising on significant opportunities for growth.

The following opportunities and challenges provide the strategic rationale for the DEDP and have informed the development of the strategic objectives and target outcomes.

1. Build Awareness of the Dublin Mountains as a Visitor Destination

Opportunity

The Dublin Mountains offer a distinctive combination of outdoor adventure, heritage, nature and dramatic views over the city and coast. Signature assets such as the Dublin Mountains Way, mountain biking experiences and iconic viewpoints provide strong foundations for a differentiated visitor proposition that compliments the wider Dublin experience.

Challenge

Awareness of the Dublin Mountains remains relatively low among domestic and international visitors and the destination lacks a clearly defined tourism identity.

2. Dublin's City, Coast and Mountains Proposition

Opportunity

Few capital cities can offer visitors the opportunity to experience a vibrant city, dramatic coastline and mountain landscape within a single destination. The Dublin Mountains provides a distinctive outdoor dimension to this proposition and has the potential to encourage visitors to stay longer, explore more widely and engage with a broader range of experiences across the region.

Challenge

The connection between the Dublin Mountains and the wider Dublin visitor experience remains underdeveloped. Stronger physical, experiential and promotional links between the city, coast and mountains are required to realise the full potential of the destination and increase visitor engagement beyond the city centre.

3. Improve Sustainable Access and Connectivity

Opportunity

The proximity of the Dublin Mountains to Dublin City, the Dublin Coast and County Wicklow provides an opportunity to create a connected destination experience. Strengthening the role of visitor gateway hubs and improving sustainable transport connections can encourage visitors to explore more widely and stay longer within the region.

Challenge

Public transport access remains limited, the "last mile" challenge restricts visitor movement and connectivity between visitor hubs and mountain experiences requires improvement.

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4. Develop Distinctive Visitor Experiences

Opportunity

The area's natural landscapes, the Dublin Mountains Way, mountain biking experiences, heritage and archaeological assets, together with opportunities in food & agritourism, wellness experiences & festivals & events provide a strong platform for the development of memorable visitor experiences.

Challenge

The destination currently has a limited number of bookable and commercially saleable experiences capable of attracting visitors, increasing dwell time and strengthening the economic contribution of tourism.

5. Participatory Events

Opportunity

The Dublin Mountains has strong potential to support a programme of participatory outdoor events centred on walking, trail running, mountain biking, wellness, heritage and nature-based activities. Building on existing festivals and outdoor recreation assets can increase destination awareness, extend visitation beyond the peak season, encourage repeat visits and strengthen the local visitor economy.

Challenge

While a number of festivals and events already take place within the Dublin Mountains, the destination lacks a coordinated programme of participatory events capable of driving significant tourism demand and economic impact. Greater collaboration, destination packaging and alignment with the Dublin Mountains proposition will be required to realise this opportunity.

6. Strengthen Visitor Hubs and Accommodation

Opportunity

The Dublin Mountains has an opportunity to increase overnight stays and visitor spend by strengthening the role of visitor gateway hubs and developing distinctive alternative accommodation experiences that reflect the character of the destination. Opportunities also exist to support rural tourism and farm diversification through the development of small-scale outdoor accommodation and agritourism experiences.

Challenge

The Core Experience Zone contains just 30 registered places, with 2,100 bed places in adjoining visitor hubs. Balancing accommodation growth with environmental sensitivities, while improving connections between the mountains and surrounding hubs, will be critical to realising the tourism potential of the destination.

*Accommodation data is sourced from the Fáilte Ireland Accommodation Supply Dashboard (Accessed May 2026).

7. Tourism Businesses and Collaboration

Opportunity

A stronger and more connected tourism network can increase the range of visitor experiences available, improve destination competitiveness and maximise the contribution of tourism to local communities. Opportunities exist to support local enterprise development, farm diversification, new tourism experiences and employment opportunities that allow communities to benefit directly from the growth of the visitor economy.

Challenge

The destination requires greater tourism business capability, stronger collaboration and more opportunities to convert visitor demand into sustainable tourism activity and local economic benefit.

8. Industry Competitiveness and Digital Discoverability

Opportunity

Digital platforms, AI-powered search, online booking systems and social media are increasingly influencing how visitors discover, plan and book travel experiences. The Dublin Mountains has an opportunity to strengthen the competitiveness of tourism businesses, improve the visibility and bookability of visitor experiences, and establish itself as a more connected and discoverable destination. Strengthening destination storytelling, digital capability and online collaboration can help convert existing demand from Dublin visitors into visits, overnight stays and visitor spend.

Challenge

Digital maturity varies across the destination, with skills gaps, inconsistent online booking capability, accessibility issues and limited destination storytelling reducing the ability of businesses to compete effectively online. The Digital Audit also found that the Dublin Mountains lacks a strong and consistent presence across search, AI and digital platforms, with experiences often promoted as individual locations rather than as part of a connected destination. Addressing these gaps will be essential to improving discoverability, conversion and industry competitiveness.

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9. Accessibility and Inclusion

Opportunity

Creating more accessible trails, viewpoints, interpretation, visitor facilities and digital information can broaden the appeal of the Dublin Mountains and enable a wider range of people to engage with the destination. Improving accessibility supports more inclusive tourism, enhances the visitor experience for all users, and aligns with the ambition to position the Dublin Mountains as a welcoming and sustainable destination. The Digital Audit also identified opportunities to improve website and digital accessibility across a number of tourism businesses, helping visitors more easily discover, plan and book experiences.

Challenge

Physical terrain, infrastructure constraints and varying accessibility standards across the destination currently limit participation for some visitors. The Digital Audit identified accessibility gaps across a number of tourism business websites, while improving access to information, wayfinding, transport connections and visitor facilities will be essential to creating a more inclusive and accessible destination experience.

10. Lead Through Stewardship and Sustainability

Opportunity

The Dublin Mountains Visitor Centre, destination stewardship initiatives and a collective commitment to sustainable tourism provide an opportunity to position the Dublin Mountains as a national exemplar for responsible destination development. The destination has the potential to demonstrate how tourism can support environmental protection while delivering benefits for visitors and communities.

Challenge

Future visitor growth must be carefully managed to protect biodiversity, cultural heritage, archaeological assets and landscape quality, while ensuring tourism remains compatible with the environmental sensitivities of the destination.

How the DEDP Responds

The opportunities and challenges identified through the research and consultation process provide the basis for the strategic objectives and target outcomes set out in the following section.

The Dublin Mountains DEDP responds to these priorities through a coordinated programme of destination development, experience development, tourism business support and environmental stewardship designed to strengthen the role of the Dublin Mountains within Dublin's wider city, coast and mountains proposition.

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1.8 Strategic Context and Policy Alignment

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Alignment with the Dublin Regional Tourism Development Strategy

The Dublin Mountains DEDP supports the Dublin Regional Tourism Development Strategy by enhancing destination resilience, developing distinctive visitor experiences and strengthening stakeholder collaboration. The plan contributes to the sustainable growth of Destination Dublin through improved visitor experiences, increased visitor dispersal, stronger tourism businesses and protection of the region's natural and cultural asset.

National Tourism Policy Alignment

The Dublin Mountains DEDP aligns with *A New Era for Irish Tourism* (2025) by supporting sustainable tourism growth, stronger tourism enterprises, community benefit and climate action.

The DEDP contributes to national policy objectives through:

- Improving sustainable transport and access.
- Developing distinctive outdoor experiences.
- Supporting tourism business capability and resilience.
- Growing food, rural and agri-tourism opportunities.
- Increasing Dublin's tourism carrying capacity, supporting sustainable visitor growth and helping to deliver national tourism ambitions.
- Promoting environmental stewardship and responsible visitor behaviour.
- Protecting the natural, cultural and heritage assets of the Dublin Mountains.

These priorities provide the framework for the sustainable development of the Dublin Mountains as a leading outdoor destination over the next five years.

SECTION TWO

Tourism in the Dublin Mountains



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2.1 Destination Snapshot

The Dublin Mountains is an outdoor destination with a growing tourism offer, supported by an active network of tourism businesses, community organisations and public sector partners. Over recent years, investment in visitor experiences, outdoor recreation infrastructure, events and tourism businesses has helped strengthen the appeal of the area and establish a solid foundation for future destination development.

The destination is centred on the 42km Dublin Mountains Way and a network of forests, recreation sites, heritage assets and visitor experiences that provide opportunities for visitors to engage with nature, outdoor recreation and local culture within easy reach of Dublin City.

The scale of the destination and its visitor assets are illustrated below.

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2.2 Current Visitor Experience

Outdoor adventure

The Dublin Mountains attract significant levels of recreational use. In 2025, Coillte recorded approximately 264,000 visits at Ticknock, while Hellfire Club and Cruagh attracted 134,583 and 56,145 visits respectively.

The area has developed a strong reputation as a mountain biking destination, supported by Coillte trail infrastructure at Ticknock, bike hire services provided by Biking.ie, and the extensive trail network at Glencullen Adventure Park (The Gap).

The destination is further differentiated by a diverse range of outdoor experiences, including Zipit Forest Adventure at Tibradden, the Ski Club of Ireland and a range of equestrian trail experiences.

Wellness & Nature Experiences

Reflecting growing demand for wellness and nature-based tourism, the Dublin Mountains is home to a distinctive collection of immersive outdoor experiences that encourage visitors to engage more deeply with the natural environment. These include Tigh 'n Alluis Sauna, Beneath the Canopy and a growing range of local foraging and nature-based experiences.

Together, these offerings broaden the appeal of the destination beyond traditional outdoor recreation and provide opportunities for visitors seeking relaxation, wellbeing and connection with nature.

Events, Food and Hospitality

The year-round animation of the destination is supported by a diverse programme of festivals and events, including the Dublin Mountain Trail Festival, Music in the Mountains Festival, Dublin Mountains Festival Féile na Sléibhte and Alpine Fest. The destination also hosts a growing range of participatory outdoor events, particularly in walking, trail running and mountain biking. Together, these events have the potential to increase destination awareness, extend the tourism season, encourage repeat visitation and attract both domestic and international visitors.

The Dublin Mountains and surrounding visitor gateway hubs are home to a distinctive food and hospitality offer that complements the destination's outdoor and cultural experiences. From traditional pubs and restaurants to cafés and local producers, food and drink play an important role in encouraging visitors to spend more time in the destination and experience a different side of Dublin.

Iconic venues such as Johnnie Fox's, Taylor's Three Rock, The Blue Light and The Merry Ploughboy have welcomed generations of domestic and international visitors, offering authentic Irish hospitality, traditional music, locally inspired food and memorable evening experiences.

Visitor Attractions & Heritage

The appeal of the Dublin Mountains is strengthened by a range of visitor attractions located within the foothills and adjoining visitor gateway hubs. Attractions such as Explorium, Airfield Estate, Rathfarnham Castle and the Pearse Museum reinforce the relationship between the mountains experience and the wider destination offer.

The area is also home to a significant collection of archaeological, cultural and natural heritage assets that contribute to the distinctive identity of the destination and provide opportunities to deepen visitor engagement with the stories, history and landscapes of the Dublin Mountains.

Building on Existing Strengths

While much of the current activity within the Dublin Mountains is recreational in nature, the destination already possesses many of the assets required to support a stronger visitor proposition. The combination of outdoor recreation experiences, heritage assets, visitor attractions and engaged stakeholders provides a strong foundation on which to grow the role and value of tourism within the destination.

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2.3 Digital Destination Readiness

Digital channels increasingly influence how visitors discover, plan and book travel experiences. For the Dublin Mountains, developing compelling visitor experiences must be matched by an ability to make those experiences visible, bookable and connected online. A Digital Destination Maturity Audit undertaken as part of the DEDP identified a strong foundation for future growth, alongside important opportunities to improve destination visibility, visitor conversion and digital competitiveness.

Current Digital Position

The audit assessed tourism businesses across the destination and found visitor experiences achieved an average Digital Maturity Score of 58%, placing the sector in the "Operationally Capable" category. Businesses generally demonstrate good levels of technology adoption, website visibility and customer-facing digital activity. Businesses that had participated in Fáilte Ireland's Digital that Delivers programme achieved significantly higher levels of digital maturity, highlighting the importance of capability building and skills development in improving competitiveness.

Digital Strengths

- The audit identified several positive foundations on which to build:
- Strong website visibility and search engine performance across many tourism businesses.
- More than 90% of businesses assessed have web analytics systems in place.
- Over 70% of visitor experience businesses surveyed are actively using AI tools, with many reporting positive business impacts and intentions to increase investment.
- Strong use of social media, organic search and email marketing channels to engage visitors.
- A growing number of businesses possess the technology required to support online growth and visitor engagement.

Key Challenges

While individual businesses often perform well digitally, the destination is less effective as a connected visitor proposition. The audit found that the Dublin Mountains lacks a strong and consistent digital identity, with visitors more likely to encounter individual locations and activities than a clearly defined destination.

Key findings included:

- 73% of tourism businesses reviewed did not feature destination pages or cross-promote neighbouring experiences.
- The Dublin Mountains is not clearly recognised as a distinct destination across search engines, AI platforms and mapping services.
- Search results frequently prioritise Wicklow Mountains content over Dublin Mountains content.
- Visitor journeys remain fragmented, limiting opportunities to encourage longer stays and greater visitor spend.
- Website accessibility, online booking capability, mobile performance and digital skills require improvement across parts of the tourism network.

Digital Opportunity

The greatest digital opportunity is to establish the Dublin Mountains as a clearly defined, connected and discoverable destination online. Priorities include developing a consistent destination narrative, strengthening the digital profile of the Dublin Mountains Way, improving search and AI discoverability, expanding destination-focused content and itineraries, and enhancing digital capability across the tourism network.

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2.4 Target Markets and Visitor Motivations

The Dublin Mountains visitor strategy is focused on growing engagement among visitors already coming to Dublin and those seeking outdoor, nature-based and active experiences. Reflecting the destination's Aspiring maturity level, the immediate opportunity is to increase awareness and visitation from Dublin's existing visitor market (6.9m visitors) while building a stronger reputation as a distinctive outdoor destination within Dublin's City, Coast and Mountains proposition.

Priority Visitor Markets

The Dublin Mountains are best placed to appeal to:

- **Visitors already staying in Dublin** seeking experiences beyond the traditional city itinerary.
- **Outdoor enthusiasts** including walkers, hikers, cyclists, mountain bikers and trail runners.
- **International 'Enrichment Explorers'** seeking authentic experiences connected to nature, heritage, culture and exploration.
- **Domestic leisure visitors and families** seeking active, nature-based and short-break experiences within easy reach of Dublin.

Domestic Visitor Motivations

The Dublin Mountains experience aligns strongly with three key visitor motivations:

- **Adventure** through walking, mountain biking, outdoor recreation and participatory events.
- **Exploration** through landscapes, archaeology, heritage, viewpoints and local stories.
- **Bonding** through shared outdoor experiences with family and friends.

International Opportunity

Among international leisure visitors, the Enrichment Explorer segment represents the strongest alignment with the Dublin Mountains experience. Identified through Tourism Ireland's visitor segmentation research, these visitors seek authentic experiences, enjoy discovering lesser-known destinations and are motivated by opportunities to engage with local culture, heritage, food, nature and outdoor activities. This segment represents 24% of all outbound visitors across Ireland's key international source markets.

The Dublin Mountains are well positioned to appeal to this segment through their combination of outdoor adventure, archaeology, heritage, wellness experiences, food tourism opportunities and panoramic views over Dublin City and the coast. The destination offers visitors the opportunity to experience a mountain landscape within easy reach of a European capital city, a proposition that is rare among urban destinations internationally.

Local and Regional Recreation Users

Local and regional recreation users also play an important role in the destination. Their year-round use of trails, forests and outdoor amenities supports local businesses, strengthens destination awareness and contributes to a strong culture of recreation, stewardship and community engagement. Investment in visitor facilities, trails and nature-based experiences will benefit both visitors and local users, helping to create a vibrant and sustainable destination throughout the year.

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Image Source: Treehouse Accommodation, Grove House, West Cork
(For illustrative purposes only of forest / rural based style accommodation)

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2.5 Accommodation

Accommodation provision within the Dublin Mountains Core Experience Zone remains limited. Based on the National Quality Assurance Framework (NQAF), approximately 30 registered tourism bed places are currently available within the mountains.

Accommodation supporting the destination is primarily concentrated within the visitor gateway hubs, where approximately 2,142 bed places are available across a mix of hotels, guesthouses and bed and breakfast accommodation. Tallaght currently contains the largest concentration of accommodation servicing the destination, while Shankill, Leopardstown and Rathfarnham also contribute to the wider accommodation offer.

The Dublin Mountains also benefits from its proximity to Dublin City, which contains the largest concentration of visitor accommodation in the country and provides a substantial potential market of overnight visitors seeking outdoor and nature-based experiences during their stay.

The accommodation profile highlights the opportunity to diversify the destination offer through the development of low-impact outdoor accommodation within the Core Experience Zone, creating more immersive overnight experiences that enable visitors to spend longer in the destination and engage more deeply with the natural, cultural and heritage assets of the Dublin Mountains.

*Accommodation data is sourced from the Fáilte Ireland Accommodation Supply Dashboard (Accessed May 2026).



2.6 Realising the Economic Potential of Tourism

A key strength of Dublin's visitor proposition is the opportunity to experience a vibrant capital city, a dramatic coastline and a mountain landscape within a single destination. The Dublin Mountains are central to this ambition, offering visitors outdoor adventure, nature, heritage and spectacular views over the city and coast.

The opportunity is not simply to attract additional visitors, but to encourage more of the millions of visitors already choosing Dublin to stay longer, explore more widely and engage with experiences beyond the city centre. As demand for outdoor recreation, active travel, wellbeing and nature-based experiences continues to grow, the Dublin Mountains is well positioned to strengthen its contribution to the wider Dublin visitor proposition.

While recreational use of the Dublin Mountains is already strong, the tourism potential of the destination remains largely unrealised. Improved accessibility, enhanced visitor experiences, increased accommodation capacity and stronger destination awareness have the potential to significantly increase visitor engagement with the area.

Illustrative growth scenarios* prepared as part of the DEDP development process indicate the potential for an additional **119,000 visitors** engaging with the Dublin Mountains destination and adjoining visitor gateway hubs, generating in excess of **€12 million in additional visitor expenditure** and supporting approximately **240 tourism-related jobs** across South Dublin County and Dún Laoghaire-Rathdown.

The projects and actions outlined in this DEDP provide a framework for realising this opportunity, supporting the sustainable growth of the Dublin Mountains visitor economy while strengthening Dublin's city, coast and mountains proposition as a distinctive and internationally competitive visitor destination.

**The above projections are solely to demonstrate the potential visitor number and associated revenues that could arise from successful implementation of the DEDP. The projections are illustrative in the absence of existing data relating to Dublin Mountains as an emerging tourism destination. The projections should not be interpreted as forecasts, targets or performance commitments. As a baseline for the scenarios developed to show the potential impact of tourism, the projections use recent tourism performance of South Dublin County and Dún Laoghaire Rathdown as the baseline for visitor numbers. Visitor behaviour patterns among visitors to Dublin is applied to understand the percentage of overall visitors who engage with the outdoors and activities. This represents a baseline estimate of the potential market with a variety of performance scenarios applied using regional tourism growth indicators.*

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Key Tourism Performance Data

6.9 million visitors to Dublin

€2.983bn in tourism revenue

4.1 million international visitors

2.8 million domestic visitors

Tourism Accommodation
26,280 rooms,
63,057 bed spaces

Dún Laoghaire Rathdown and South Dublin County – Combined Impact

€266 million
Total Tourism Revenue

Supports
6,780
tourism related jobs

Tourism generates
€126 million
annually

Dun Laoghaire-Rathdown

Supports
3,000
tourism-based jobs

Tourism generates
€140 million
annually

South Dublin County

Supports
3,780
tourism-based jobs

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Accommodation in the Dublin Mountains – Core Experience Zone

30
Bed places

1 Property

Note:
Accommodation levels indicated in the core experience zone does not include non-registered accommodation and are not included in this analysis.

Accommodation in Visitor Service Gateway Hubs

2,142
Bed places

8 Properties

Note:
Accommodation data is sourced from the Fáilte Ireland Accommodation Supply Dashboard (Accessed May 2026). The areas included in the data are Tallaght, Shankill, Leopardstown and Rathfarnham.

Sources: Fáilte Ireland: Dublin Key Tourism Facts (2024), Hotel Survey Reports (2024), Accommodation Supply (2026), Visitor Attractions Dashboard (2024), Dún Laoghaire Rathdown Tourism Strategy, South Dublin County Tourism Strategy.

SECTION THREE

Our Vision & Objectives





3.1 10 Year Vision

The Dublin Mountains invite visitors to experience Dublin from above, where spectacular views, rich heritage, signature trails and unforgettable outdoor adventures combine to offer a city break with a difference, revealing a side of Dublin found nowhere else.

As a distinctive part of Dublin's City, Coast and Mountains proposition, the Dublin Mountains broaden the appeal of the destination, encouraging visitors to stay longer, explore further, connect with nature and discover experiences beyond the traditional city break.

Easy access and stronger connections between Dublin City, local communities and the mountains benefit residents and visitors alike, making it easier to experience, access and enjoy more of the destination, while a growing range of unique accommodation encourages deeper engagement with its landscapes and communities.

Through a shared commitment to stewardship, the natural, cultural and archaeological assets that make the Dublin Mountains unique are protected, celebrated and enhanced for future generations.

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3.2 Strategic Objectives



STRATEGIC OBJECTIVE 1

Dublin Mountains Destination

Establish the Dublin Mountains as a Leading Outdoor Destination within Dublin's City, Coast and Mountains Proposition



STRATEGIC OBJECTIVE 2

Dublin Mountains Experiences

Develop the Dublin Mountains experience base through product investment that delivers memorable outdoor experiences and epic views over the city and coast.



STRATEGIC OBJECTIVE 3

Dublin Mountains Tourism Businesses

Support new and existing tourism businesses in the development of experiences that inspire visitors to explore the Dublin Mountains.



STRATEGIC OBJECTIVE 4

Dublin Mountains Stewardship & Environment

Implement a sustainable tourism development approach that is compatible with the conservation of the Dublin Mountains diverse natural, heritage, archaeological and cultural resources.

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3.3 Target Outcomes of the Dublin Mountains DEDP



Increased awareness among domestic and international visitors of the Dublin Mountains as a tourism destination.



A committed tourism industry network collectively growing awareness of the Dublin Mountains as a sustainable visitor experience.



Improved sustainable transport options to and within the Dublin Mountains.



Increased number of year-round saleable visitor experiences differentiated by how centuries of Dublin Mountains stories are incorporated.



Enhanced walking and cycling trail experiences, renowned for signature views over Dublin city and coast.



Vibrant day and evening time visitor hubs adjacent to the Dublin Mountains retaining visitors for longer.



Increased connectivity with the Dublin coast experience and Wicklow Mountains National Park.



Growth in the alternative accommodation stock within the Dublin Mountains rural destination.



Increased levels of tourism employment in the local communities.



Recognised for the collective approach to destination stewardship and integrating a sustainable tourism approach into all destination activity.

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3.4 – Dublin Mountains Destination Development Framework

VISION 2036

The Dublin Mountains invite visitors to experience Dublin from above, where spectacular views, rich heritage, signature trails and unforgettable outdoor adventures combine to offer a city break with a difference, revealing a side of Dublin found nowhere else.

Objectives

Strategic Objective 1	Strategic Objective 2	Strategic Objective 3	Strategic Objective 4
Dublin Mountains Destination	Inspiring Dublin Mountains Experiences	Dublin Mountains Tourism Businesses	Dublin Mountains Stewardship & Environment

Catalyst Projects

- Transport & Access
- Dublin Mountains Way Experience
- Mountain Bike Destination Experience
- Accommodation
- Dublin Mountains Visitor Centre
- Monumental Mountains Viewpoints
- Visitor Management

Supporting Projects

- Dublin Mountains Visitor Gateway Hubs
- Dublin Mountains Profile Events
- Dublin Mountains Tourism Network
- Dublin Mountains to Coast Activity Corridor
- Cable Car Feasibility
- Destination Narrative
- Destination Wayfinding & Orientation
- Sustainability & Visitor Education
- Saleable experience development

Target Outcomes

Increased visitor awareness of the Dublin Mountains	Growth in saleable visitor experiences	Growth in sustainable transport and access	Active Dublin Mountains tourism network
Quality trail head experiences and trails maintenance	Vibrant visitor gateway hubs	Environmental stewardship and responsible visitor behaviour	Increased industry digital capabilities

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SECTION FOUR

Delivering the DEDP – Projects and Actions



Project Leads & Project Partners

This table details all stakeholders involved in the projects contained within the following sections. The stakeholders are identified in the action plan with the following acronyms.

AIRFIELD	Airfield Estate
COILLTE	Coillte
DCC	Dublin City Council
DLRCC	Dún Laoghaire-Rathdown County Council
DMP	Dublin Mountains Partnership
ETB	Education & Training Board
FI	Fáilte Ireland
GC	Glenasmole Community
IFA	Irish Farmers Association
INHFA	Irish Natura & Hill Farmers Association

LEADER	LEADER
LEO	Local Enterprise Office
NPWS	National Parks & Wildlife Service
NTA	National Transport Authority
PS	Private Sector
SDCC	South Dublin County Council
UE	Uisce Éireann
VA	Visitor Attractions
WCC	Wicklow County Council
TEAGASC	Teagasc

4.1 Projects & Actions

Strategic Objective 1
Dublin Mountains Destination



Strategic Objective 1 – Dublin Mountains Destination

Establish the Dublin Mountains as a Leading Outdoor Destination within Dublin's City, Coast and Mountains Proposition

What success looks like

The Dublin Mountains is established as a recognised and accessible part of Dublin's city, coast and mountains proposition, supported by improved visitor access, stronger gateway hubs, enhanced visitor orientation and a growing range of overnight accommodation options.

Destination Development Framework



Catalyst Projects

TRANSPORT AND ACCESS

The research and consultation consistently identified access as one of the most significant barriers to tourism growth within the Dublin Mountains. While the destination benefits from its position within Dublin's wider visitor offering, access to many of its key visitor experiences remains heavily dependent on private vehicles and connectivity between gateway hubs, recreation sites and visitor experiences can be challenging. Addressing these issues represents one of the most important opportunities within the DEDP. Improving sustainable transport, visitor mobility and active travel connections will help strengthen the role of the Dublin Mountains within Dublin's City, Coast and Mountains proposition while supporting greater visitor dispersal and more sustainable visitor movement throughout the destination.

ACCOMMODATION

The accommodation profile of the Dublin Mountains presents both a challenge and a significant opportunity. While the Core Experience Zone currently contains only a limited number of registered tourism bed places, substantial accommodation capacity already exists within adjoining visitor gateway hubs. The opportunity is not simply to increase accommodation supply, but to create more compelling overnight reasons to stay within and around the Dublin Mountains through alternative outdoor accommodation, farm diversification initiatives and stronger connections between accommodation providers and visitor experiences. Increasing overnight engagement will be critical to strengthening the economic contribution of tourism within the destination.

Supporting Projects

Visitor Gateway Hubs

As an Aspiring Destination, the Dublin Mountains does not yet possess the concentration of visitor services typically associated with more mature tourism destinations. The gateway hubs of Tallaght, Dundrum, Kilternan and Shankill therefore play a strategic role in the visitor experience. These locations already provide accommodation, food and beverage services, transport connections, visitor attractions and essential visitor services. Strengthening their role as gateways to the mountains creates an opportunity to improve

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visitor orientation, encourage longer stays and increase visitor spend while reducing pressure on the more environmentally sensitive uplands areas.

Destination Narrative

One of the clearest findings from the DEDP research process was that awareness of the Dublin Mountains as a tourism destination remains relatively low despite the area's significant outdoor recreation assets, heritage resources and proximity to Dublin City. Establishing a shared destination narrative represents a critical step in positioning the Dublin Mountains within Dublin's wider City, Coast and Mountains proposition. The opportunity is not simply to create a marketing message, but to establish a clear and distinctive identity that can be adopted consistently by stakeholders and communicated through visitor experiences, storytelling and destination promotion.

Destination Wayfinding & Orientation

An assessment of existing wayfinding and visitor orientation in the visitor gateway hubs and access points to and within the Dublin Mountains will be undertaken. This will establish the necessary requirements to create a sense of arrival and how to present the Dublin Mountains as a coherent visitor destination from arrival points and through the application of consistent approaches.

Coast to Mountains Activity Corridor

Few capital city destinations can offer visitors the opportunity to experience a vibrant city, dramatic coastline and mountain landscape within a single journey. Strengthening connections between Dublin Bay, the Dublin Mountains and the Wicklow Mountains creates an opportunity to position the mountains as an integral component of Dublin's wider visitor proposition rather than a standalone destination. Improved experiential, recreational and visitor connections across these landscapes has the potential to encourage visitors to explore more widely, stay longer and engage with a broader range of experiences across the region.

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STRATEGIC OBJECTIVE 1 – Summary of Projects

OBJECTIVE 1: Establish the Dublin Mountains as a Leading Outdoor Destination within Dublin's City, Coast and Mountains Proposition

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CATALYST PROJECTS

	PROJECT	ACTION	Time	Lead	Partners
		Transport and Access			
1.1	Public Transport & Visitor Mobility	Improve public transport and visitor mobility throughout the Dublin Mountains, strengthening connectivity between visitor gateway hubs, the Core Experience Zone and key visitor experiences.	ST	NTA	SDCC, DLRCC, FI, TII
1.2	Connecting Ireland Rural Mobility Plan	Examine the creation and funding of a new route serviced by a schedule of each way journeys between Dundrum and Tallaght via Glencullen, Tibradden, and the Hell Fire Club under the Connecting Ireland Rural Mobility Plan.	ST - MT	NTA	SDCC, DLRCC, TII
1.3	Sustainable Access & Cycling Infrastructure	Support the development of cycling infrastructure, e-bike connectivity and active travel initiatives that strengthen access to the Dublin Mountains and improve visitor movement throughout the destination.	MT-LT	SDCC, DLRCC, DCC	FI, DMP, Coillte, NTA
1.4	Car Parking & Visitor Facilities	Enhance visitor facilities and assess opportunities to improve or extend visitor parking capacity where appropriate and subject to planning requirements, while supporting visitor management and sustainable access objectives.	MT	SDCC, DLRCC	DMP, Coillte, NPWS
1.5	Active Travel Connectivity	Leverage existing and planned active travel investment to strengthen connections between visitor gateway hubs, accommodation locations, trailheads, visitor attractions and key outdoor recreation experiences.	ST-LT	SDCC, DLRCC, DCC	NTA, FI, DMP, Coillte



Accommodation					
1.6	Low-impact Outdoor Accommodation	Continue to monitor accommodation supply and pipeline activity and identify opportunities for appropriate small-scale, low-impact outdoor accommodation within or adjoining the Dublin Mountains Core Experience Zone, where proposals align with the character, environmental sensitivities and visitor experience proposition of the destination.	ST - LT	SDCC, DLRCC	FI, PS
1.7	Farm Diversification and Rural Enterprise Accommodation	Work with local authorities, rural enterprises, landowners and relevant support bodies to explore farm diversification, agritourism and small-scale accommodation opportunities that can support the Dublin Mountains visitor proposition where feasible.	ST-LT	SDCC, DLRCC, LEADER, Teagasc	FI, PS

SUPPORTING PROJECTS

	PROJECT	ACTION	Time	Lead	Partners
Dublin Mountains Visitor Gateway Hubs					
1.8	Visitor Gateway Hub Development	Develop and deliver projects that strengthen the role of Tallaght, Dundrum, Kilternan and Shankill as visitor gateway hubs through enhanced visitor services, accommodation, wayfinding, visitor orientation, destination connectivity and visitor experiences.	ST - LT	FI	SDCC, DLRCC, PS, VA
Dublin Mountains Brand Narrative					
1.9	Destination Narrative	Establish the Dublin Mountains as a recognised outdoor destination within Dublin's City, Coast and Mountains proposition through a shared destination position, stakeholder adoption of a common narrative and coordinated destination storytelling that increases awareness among priority visitor markets.	ST	FI	SDCC, DLRCC, DMP, Coillte, Leader
Coast to Mountains Activity Corridor					
1.10	Coast to Mountains Activity Corridor	Strengthen connectivity between the Dublin Coast, Dublin Mountains and Wicklow Mountains through linked visitor experiences, outdoor recreation opportunities and collaborative destination development initiatives.	MT	DLRCC	DMP, SDCC, FI, Coillte, WCC

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Strategic Objective 2
Inspiring Dublin Mountains Experiences



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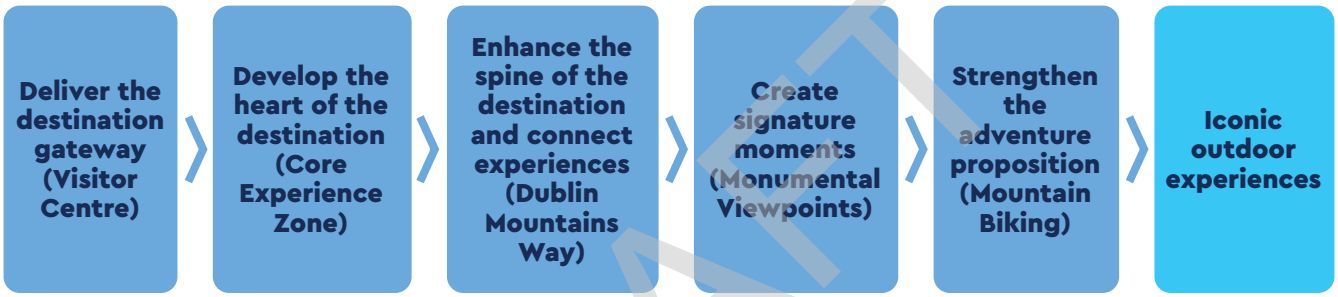
Strategic Objective 2 – Inspiring Dublin Mountains Experiences

Develop the Dublin Mountains experience base through product investment that delivers memorable outdoor experiences and epic views over the city and coast.

What success looks like

The Dublin Mountains offers a distinctive portfolio of signature visitor experiences, anchored by the Dublin Mountains Way, the Dublin Mountains Visitor Centre, landmark viewpoints and outdoor adventure experiences, encouraging visitors to explore more of the destination and engage more deeply with its landscapes, heritage and culture.

Experience Development Framework



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Catalyst Projects

DUBLIN MOUNTAINS VISITOR CENTRE: HELLFIRE CLUB & MASSY'S ESTATE PROJECT

The Dublin Mountains Visitor Centre represents one of the most significant opportunities to enhance the overall visitor experience and create a gateway to the destination. It will provide a place of orientation and interpretation, helping visitors understand the geography, archaeology, history and heritage of Montpelier Hill, Massy's Wood, the Hell Fire Club and the wider Dublin Mountains region.

By providing a café, shop, toilets, walkers' lounge, interpretive exhibition and education facilities, the Visitor Centre will significantly enhance the experience of walkers, visitors and local communities. It will showcase the natural, cultural and built heritage of the Dublin Mountains in a way that can be appreciated and protected for future generations.

The wider project includes preservation works to the Hellfire Club building, improved access, enhanced walking trails and a tree-top walkway into Massy's Wood. Together, these elements have the potential to create a compelling gateway experience that encourages visitors to explore more of the Dublin Mountains and engage more deeply with its landscapes, heritage and stories.

CORE EXPERIENCE ZONE DEVELOPMENT

The Dublin Mountains already contains a significant concentration of trails, forests, recreation sites, heritage assets and viewpoints. However, visitors often experience these assets as individual locations rather than as part of a connected destination. The Core Experience Zone provides a framework for improving connectivity, visitor orientation, interpretation and experience development, helping create a more coherent visitor journey and a stronger sense of destination.

DUBLIN MOUNTAINS WAY

Walking is already one of the most popular ways visitors experience the Dublin Mountains, and the Dublin Mountains Way provides an opportunity to link many of the destination's landscapes, heritage assets, communities and outdoor experiences. The original vision for the trail identified opportunities to strengthen its appeal through enhanced infrastructure, accessibility, interpretation and visitor engagement. As a route that traverses and connects much of the destination, the Dublin Mountains Way can play an important role in creating a more connected visitor experience and strengthening the overall identity of the destination.

MONUMENTAL MOUNTAIN VIEWPOINTS

Scenic views consistently emerged as one of the most memorable aspects of the Dublin Mountains visitor experience. The dramatic panoramas across Dublin City, Dublin Bay and the surrounding landscape are among the destination's most distinctive assets. Creating opportunities for visitors to engage more deeply with these views and the stories connected to them can transform an existing strength into a defining feature of the Dublin Mountains visitor proposition.

WORLD-CLASS MOUNTAIN BIKING DESTINATION

Mountain biking is already one of the Dublin Mountains' strongest outdoor recreation assets and a key differentiator within the wider Dublin region. Building on this established reputation presents an opportunity to increase visitor engagement, strengthen the destination's adventure appeal and create stronger links with the wider Wicklow mountain biking proposition. Continued enhancement of trail quality, visitor facilities, connectivity and trail sustainability will help maintain the destination's reputation as a leading mountain biking location.

Supporting Projects

DUBLIN MOUNTAINS CABLE CAR FEASIBILITY STUDY

The development of the tourism strategy for Dún Laoghaire Rathdown County Council identified the opportunity to assess the potential of a cable car style experience. A feasibility assessment will examine the requirements to develop a cable car style visitor attraction in the Dublin Mountains. It will assess the financial viability of such an investment and identify the visitor services requirements needed to retain potential users of a cable car experience for longer in the area. This will include ease of access to activities, trails and services that will motivate visitors to visit the area outside of the cable car 'journey' experience and views from height.

ACCESSIBLE VISITOR EXPERIENCES

The Dublin Mountains offers a diverse range of outdoor recreation, nature and heritage experiences, yet not all visitors can engage with or enjoy these experiences equally. Creating a more accessible destination presents an opportunity to ensure a wider range of people can experience the landscapes, stories and outdoor activities that define the Dublin Mountains. Improvements to accessibility across trails, viewpoints, interpretation, visitor facilities and recreation experiences will create a more inclusive destination and enhance the quality of the visitor experience for all users.

GREENWAYS

Projects such as the Dodder Greenway, Old Bawn to Ballyboden Greenway and active travel routes can enhance the overall visitor experience by creating new opportunities to explore the Dublin Mountains and surrounding landscapes, encouraging visitors to engage with a wider range of outdoor experiences.

FUTURE VISITOR EXPERIENCE OPPORTUNITIES

While the Dublin Mountains already benefits from a strong recreation and outdoor activity base, opportunities exist to further diversify the visitor experience over time. Locations such as Bohernabreena Reservoir and Kiltipper Park present opportunities to enhance recreation, interpretation and visitor engagement while contributing to the longer-term evolution of the destination experience.

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STRATEGIC OBJECTIVE 2 – Summary of Projects

OBJECTIVE 2: Re-imagine how the Dublin Mountains story is told through product investment that delivers memorable outdoor experiences and epic views over the city and coast.

CATALYST PROJECTS

	PROJECT	ACTION	Time	Lead	Partners
		Core Experience Zone Development			
2.1	Core Experience Zone Development	Enhance connectivity, wayfinding, visitor orientation, interpretation and visitor experiences within the Core Experience Zone through the development of linked trails, looped walks, viewpoints, recreation facilities and heritage experiences.	ST-LT	SDCC, DLRCC, DMP	FI, Coillte PS
		Dublin Mountains Way			
2.2	Dublin Mountains Way Enhancement	Enhance the Dublin Mountains Way through targeted improvements to trail infrastructure, wayfinding, interpretation, accessibility and connections with visitor experiences, communities and neighbouring outdoor recreation destinations.	ST - LT	DMP	FI, Coillte, SDCC, DLRCC
		Dublin Mountains Visitor Centre: Hellfire Club & Massey's Estate Project			
2.3	Visitor Centre Development	Undertake the phased delivery of the Dublin Mountains Visitor Centre Project.	ST – LT	SDCC	FI, DMP, Coillte
2.4	Visitor Centre Interpretation & Storytelling	Develop interpretation, storytelling and educational experiences that enhance visitor understanding of the natural, cultural and heritage significance of the Dublin Mountains	ST – LT	SDCC	FI, DMP, Coillte
		Monumental Mountain Viewpoints			
2.5	Monumental Mountain Views – Elevated Viewing Points	Develop a network of landmark viewpoints that enhance visitor engagement with the landscapes, heritage and stories of the Dublin Mountains.	LT	SDCC, DLRCC, FI	DMP, Coillte
		World Class Mountain Biking Destination			
2.6	Mountain Biking Destination Experience	Enhance the Dublin Mountains mountain biking experience through investment in trails, visitor facilities, wayfinding, destination connectivity and supporting visitor experiences.	ST – LT	Coillte, PS	DLRCC
2.7	Dublin & Wicklow Mountain Biking Proposition	Strengthen linkages between the Dublin and Wicklow Mountains to create a compelling mountain biking proposition of scale for domestic and international visitors.	ST - MT	Coillte, FI	DMP, WCC, DLRCC, SDCC, PS
2.8	Trail Maintenance Programme	Enhance the quality, sustainability and accessibility of the mountain biking experience through coordinated trail maintenance, wayfinding and visitor infrastructure improvements.	ST - MT	Coillte	DLRCC, SDCC, DMP

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SUPPORTING PROJECTS

	PROJECT	ACTION	Time	Lead	Partners
Dublin Mountains Cable Car Feasibility Study					
2.9	Cable Car Feasibility Study	Undertake a feasibility study for the development of a cable car style visitor attraction in the Dublin Mountains.	MT	DLRCC	SDCC
Accessible Visitor Experiences					
2.10	Accessible Visitor Experiences	Identify and implement opportunities to improve the accessibility and inclusivity of visitor experiences across the Dublin Mountains, including trails, viewpoints, interpretation, visitor facilities and recreation experiences, enabling a wider range of visitors to engage with the destination.	ST – LT	DMP, SDCC, DLRCC	FI, Coillte, PS
Greenway and Recreational Corridor Development					
2.11	Dodder Greenway	Deliver the Dodder Greenway as a strategic recreational and active travel corridor that enhances access to the Dublin Mountains and strengthens connectivity between visitor experiences, communities and gateway hubs across the wider region.	MT - LT	SDCC	DCC
2.12	Old Bawn toBallyboden Greenway	Complete Phase 2 and Phase 3 of the Old Bawn to Ballyboden Greenway and strengthen its connections with the Dublin Mountains through interpretation and wayfinding.	MT - LT	SDCC	
2.13	Dun Laoghaire Rathdown Active Travel Proposal 2020 (Planned Mobility Hub)	Support the Mountains to Metal, Sea to Mountains and Park to Park proposed Active Travel cycling routes as part of the DLR Active Travel Proposal.		DLRCC	
Future Visitor Experience Opportunities					
2.14	Bohernabreena Reservoir	Identify and progress opportunities to enhance recreation, interpretation and visitor facilities at Bohernabreena Reservoir.	LT	UE	DMP, SDCC, DCC
2.15	Kiltipper Park	Identify and progress opportunities to enhance visitor engagement, recreation and interpretation opportunities.	LT	SDCC	DMP
2.16	Innovative Visitor Experience Development	Explore opportunities for innovative visitor experiences and infrastructure that enhance the appeal, accessibility and distinctiveness of the Dublin Mountains destination.	ST - LT	FI	SDCC, DLRCC, DMP, PS

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Strategic Objective 3
Dublin Mountains Tourism Businesses



Strategic Objective 3 – Dublin Mountains Tourism Businesses

Support new and existing tourism businesses in the development of experiences that inspire visitors to explore the Dublin Mountains.

What success looks like

A strong and collaborative tourism industry supports a growing range of bookable experiences, strengthens local enterprise development and increases the economic and community benefits generated through tourism across the Dublin Mountains destination.

Business Development Framework

Develop Experiences › Build Capability › Strengthen Collaboration › Improve Market Readiness › Expand Market Reach › Strong Visitor Economy

Catalyst Projects

EXPERIENCE DEVELOPMENT & MARKET READINESS PROGRAMME

While the Dublin Mountains benefits from a strong outdoor recreation offer and growing visitor interest, there remains a limited number of visitor experiences that can be booked, promoted and sold as part of the Dublin Mountains visitor proposition. Supporting businesses to develop and package visitor experiences presents an opportunity to create more reasons to visit the destination, encourage longer stays and increase visitor spend across the area.

Supporting Projects

DUBLIN MOUNTAINS TOURISM NETWORK

As an Aspiring Destination, the Dublin Mountains relies on collaboration between businesses, communities and public sector partners to strengthen its visitor proposition. The Dublin Mountains Tourism Network provides a platform for building capability, fostering collaboration and supporting initiatives that enhance the overall appeal of the destination.

FOOD, AGRITOURISM & PRODUCER EXPERIENCES

The Dublin Mountains contains a growing collection of food producers, farms and experience providers that contribute to the character of the destination. Building stronger links between visitors and local food, farming and producer experiences presents an opportunity to diversify the visitor offer, strengthen local supply chains and create experiences that are rooted in the landscapes and communities of the Dublin Mountains.

EVENING-TIME & SPECIAL INTEREST EXPERIENCES

The Dublin Mountains already benefits from a number of well-established evening visitor experiences, while its landscapes and natural environment create opportunities for wellness, heritage, nature-based and Dublin Skies experiences. Expanding the range of evening-time and special interest experiences can encourage visitors to stay longer, engage more deeply with the destination and experience a different side of the Dublin Mountains.

DUBLIN MOUNTAINS PROFILE EVENTS

The Dublin Mountains already hosts a number of festivals and events that showcase its landscapes, culture and outdoor recreation opportunities. Building on these strengths presents an opportunity to raise awareness of the destination, attract new visitors and create additional benefits for local businesses and communities. Particular opportunities exist to develop and grow participatory events that build on the destination's reputation for walking, cycling, mountain biking and outdoor recreation.

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STRATEGIC OBJECTIVE 3 – Summary of Projects

OBJECTIVE 3: Support new and existing tourism businesses in the development of experiences that inspire visitors to explore the Dublin Mountains.

CATALYST PROJECTS

	PROJECT	ACTION	Time	Lead	Partners
Experience Development and Market Readiness Programme					
3.1	Experience Development	Deliver a programme to develop, package and enhance visitor experiences aligned with the Dublin Mountains destination proposition, with a focus on increasing the number of saleable experiences, improving visitor dispersal and increasing visitor spend within the destination.	ST – LT	FI	PS
3.2	Digital Capability & Distribution Programme	Strengthen the digital, social commerce, online booking and AI-driven search capabilities of tourism businesses and visitor experiences across the destination.	ST – LT	FI	PS
3.3	Demand Generation & Market Readiness Programme	Develop the marketing, sales and distribution capabilities of tourism businesses to increase B2C and B2B opportunities, improve market readiness and expand market reach.	ST – LT	FI	PS

SUPPORTING PROJECTS

	PROJECT	ACTION	Time	Lead	Partners
Dublin Mountains Tourism Network					
3.4	Dublin Mountains Tourism Network	Establish and support the development of the Dublin Mountains Tourism Network as the focal point for industry collaboration, capability building, and destination-led initiatives.	ST - LT	FI	SDCC, DLRCC, DMP
3.5	Alignment of Capability Building	Work with the ETB, LEADER and LEO to align all capability building (training, mentoring and financial supports) with opportunities identified in the Dublin Mountains DEDP.	ST – LT	FI	ETB, LEADER, LEO, PS
Food, Agritourism and Producer Experiences					
3.6	Food, Agritourism & Producer Experiences	Support the development of food tourism, agritourism and producer-led visitor experiences that strengthen the distinctiveness of the Dublin Mountains visitor proposition	ST – LT	FI	LEADER, Airfield, Teagasc, PS
Evening Time and Special Interest Experiences					
3.7	Evening Time & Special Interest Experiences	Develop market-ready evening-time and special interest experiences, including wellness, heritage, nature-based and Dublin Skies experiences.	ST – LT	FI	PS, DMP
Dublin Mountains Profile Events					
3.8	Events Programme Development	Establish a working group and implement a coordinated events programme for the Dublin Mountains, including enhancement of existing festivals, development of signature participation events and opportunities to leverage major event infrastructure and venues within the wider destination.	ST - LT	FI, DLRCC, SDCC	DMP, Coillte, PS

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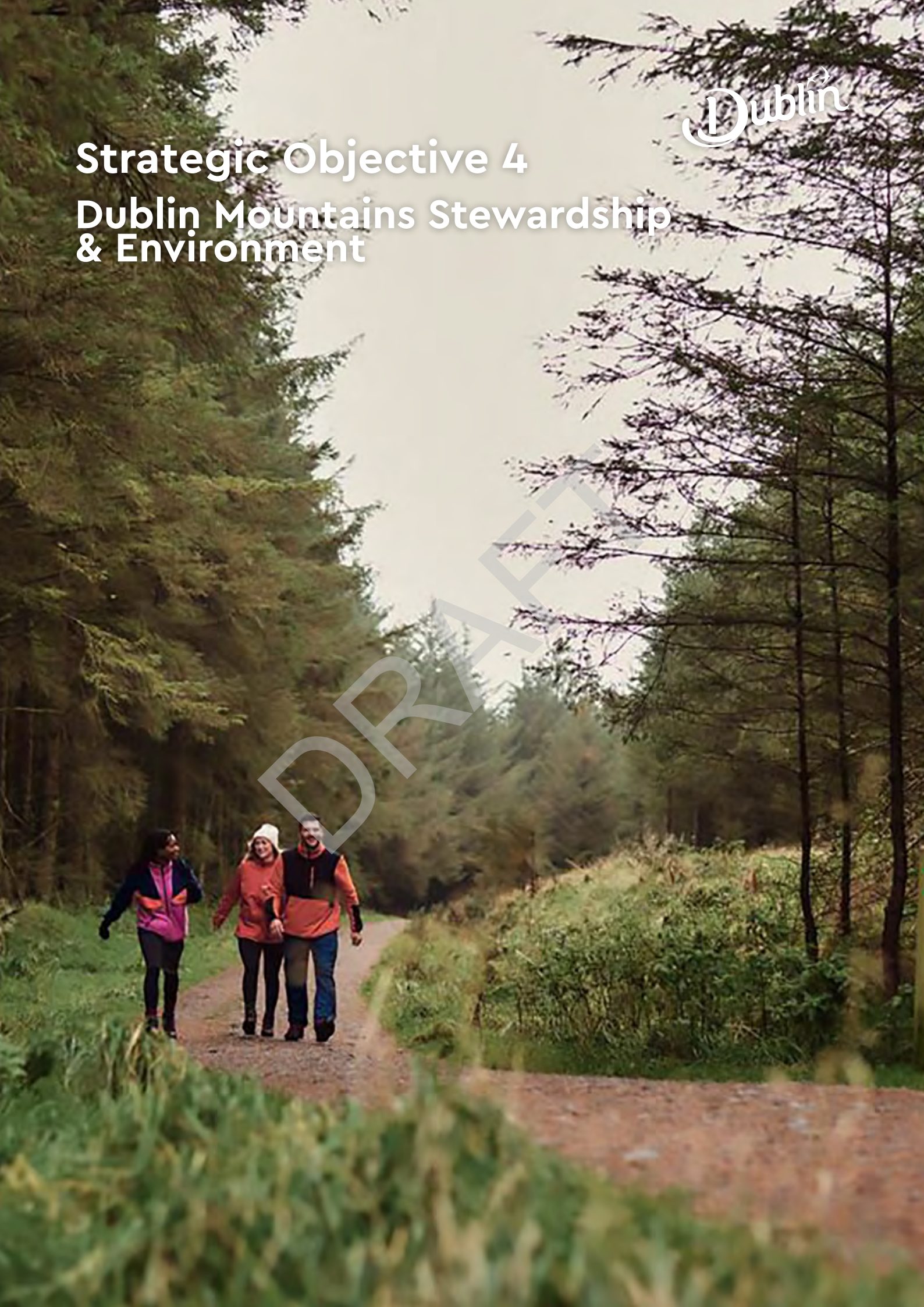
Strategic Objective 4

Dublin Mountains Stewardship & Environment



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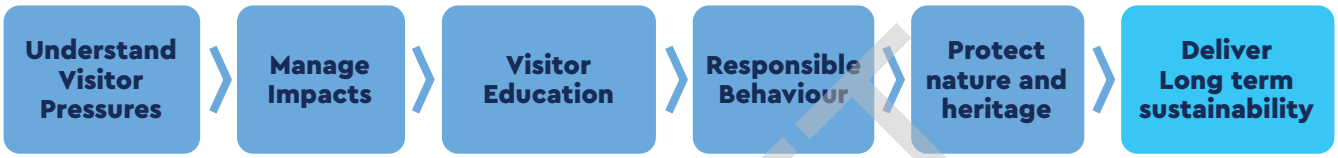
Strategic Objective 4 – Dublin Mountains Stewardship & Environment

Implement a sustainable tourism development approach that is compatible with the conservation of the Dublin Mountains diverse natural, heritage, archaeological and cultural resources.

What success looks like

A shared approach to destination stewardship is in place, supported by visitor capacity assessments, environmental monitoring and sustainable business practices that safeguard the biodiversity, heritage and landscape quality of the Dublin Mountains.

Destination Stewardship Framework



Catalyst Projects

DUBLIN MOUNTAINS STEWARDSHIP PROGRAMME

The Dublin Mountains is a valued recreation landscape enjoyed by local communities, recreation users and visitors alike. Balancing increasing levels of recreation and tourism activity with the protection of its landscapes, biodiversity, heritage and community wellbeing represents one of the key long-term stewardship challenges for the destination. Through visitor management assessments, visitor monitoring and collaborative stewardship initiatives, this project will provide a coordinated framework for the sustainable management of the destination while helping safeguard the assets that underpin its long-term appeal.

Supporting Projects

SUSTAINABILITY AND VISITOR EDUCATION

Protecting the natural and cultural assets of the Dublin Mountains requires a shared commitment from visitors, tourism businesses, landowners, communities and public agencies. The supporting projects within this theme focus on encouraging responsible recreation, progressing the Dublin Mountains Integrated Ecological Management Plan Strategy (IEMPS), protecting and interpreting heritage assets, supporting climate action and sustainable tourism practices, encouraging more sustainable visitor mobility, and ensuring environmental and visitor infrastructure can accommodate future growth. Together, these initiatives will help strengthen environmental stewardship, deepen understanding of the distinctive landscapes, heritage and biodiversity of the Dublin Mountains, and support the long-term sustainability and resilience of the destination.

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STRATEGIC OBJECTIVE 4 – Summary of Projects

OBJECTIVE 4: Implement a sustainable tourism development approach for the Dublin Mountains that is compatible with the conservation of the area's diverse natural, heritage, archaeological and cultural resources.

CATALYST PROJECTS

	PROJECT	ACTION	Time	Lead	Partners
Stewardship Programme					
4.1	Stewardship Programme	Develop and implement a coordinated stewardship programme for the Dublin Mountains, including visitor management assessments at priority locations, visitor monitoring and collaborative initiatives that support the sustainable management of the destination.	ST - LT	DMP, FI	Coillte, SDCC, DLRCC, PS

SUPPORTING PROJECTS

Sustainability and Visitor Education					
4.2	Responsible Recreation	Promote responsible recreation, Leave No Trace principles and visitor awareness initiatives that encourage positive visitor behaviour and protect the landscapes, trails, forests and heritage assets of the Dublin Mountains.	ST-LT	DMP	Coillte, NPWS, SDCC, DLRCC, FI,
4.3	Biodiversity & Landscape Conservation	Progress the implementation of the Dublin Mountains Integrated Ecological Management Plan Strategy (IEMPS) and associated initiatives to protect and enhance biodiversity, habitat quality, landscape character and environmental resilience, ensuring recreation and tourism growth is balanced with conservation objectives.	ST-LT	DMP	Coillte, NPWS, SDCC, DLRCC
4.4	Heritage Conservation & Interpretation	Protect, conserve and improve engagement with the archaeological, cultural and built heritage assets of the Dublin Mountains through conservation, interpretation and storytelling initiatives, including the Dublin Mountains Visitor Centre, helping visitors better understand the landscapes, places and stories that define the destination.	ST – LT	DMP, OPW	Coillte, NPWS, SDCC, DLRCC
4.5	Sustainable Tourism & Climate Action	Increase participation in sustainability, climate action and environmental certification programmes, encouraging tourism businesses to adopt more sustainable approaches to energy, water, waste and resource management.	ST-MT	FI	Coillte, PS, SDCC, DLRCC
4.6	Sustainable Access & Visitor Mobility	Promote sustainable transport, active travel and environmentally responsible visitor movement throughout the destination, reducing dependence on private vehicles and supporting wider visitor management objectives.	MT – LT	SDCC, DLRCC	FI, NTA, DMP
4.7	Sustainable Infrastructure & Resource Management	Work with key stakeholders to evaluate environmental and visitor infrastructure requirements, including water, wastewater, waste management, transport and accommodation capacity, ensuring tourism growth is supported in a sustainable manner.	MT-LT	SDCC, DLRCC, UE	DMP, Coillte, NPWS

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SECTION FIVE

Measuring Success



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5.1 Measuring Impact – Key Performance Indicators

The success of the Dublin Mountains DEDP will be measured through a focused set of strategic indicators aligned with the VICE Model and the target outcomes of the plan. These indicators measure whether the DEDP is increasing visitor engagement, growing economic value, strengthening local communities and protecting the environmental assets that underpin the Dublin Mountains experience.

Strategic KPIs

Visitors

- Establish a baseline and demonstrate growth in awareness of the Dublin Mountains as a visitor destination among priority visitor markets over the lifetime of the DEDP.
- Deliver at least one new public transport connection to the Dublin Mountains and achieve annual growth of 7% in visitors accessing the destination through sustainable transport modes from the Year 1 baseline.
- Increase the proportion of annual visits occurring outside peak summer months from baseline levels established in Year 1.
- Contribute to maintaining visitor satisfaction levels above 85% across the Dublin Region, as measured through Fáilte Ireland's Destination Attitudes Survey (DAS).

Industry

- Establish a visitor expenditure baseline and demonstrate growth in visitor spend associated with the Dublin Mountains destination.
- Increase overnight stays within Visitor Gateway Hubs and grow alternative accommodation stock within the Dublin Mountains Core Experience Zone in alignment with national tourist accommodation strategy targets.
- Develop 20 new or enhanced market-ready, saleable visitor experiences aligned with the Dublin Mountains destination proposition.
- Grow participation in the Dublin Mountains Tourism Network to 30 businesses, with 75% participating in business capability, digitalisation and market-readiness programmes.
- Achieve 90% adoption of advanced digital capabilities and 25% adoption of AI-enabled technologies among Dublin Mountains Tourism Network businesses by 2030.

Community

- Maintain community support for tourism, with resident sentiment that domestic tourism is good for their county remaining above 90%, as measured through Fáilte Ireland's Tourism Approval Rating (TAR) research.
- Establish a baseline and demonstrate growth in tourism supported employment and enterprise opportunities within local communities.

Environment

- Establish environmental and visitor capacity thresholds for the Dublin Mountains, supported by agreed monitoring and reporting arrangements.
- Ensure 75% of Dublin Mountains Tourism Network businesses participate in Fáilte Ireland climate action or environmental stewardship programmes.

**A progress and impact review of this DEDP will be carried out by Fáilte Ireland at mid and end plan intervals. All KPIs will be reviewed and agreed with all stakeholders, and baselines set in year 1 of the Plan, against which progress and impact will be tracked.*

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SECTION SIX

The Dublin Mountains DEDP Implementation





6.1 The Dublin Mountains DEDP Implementation

The implementation of the Dublin Mountains DEDP is based on stakeholder commitment to project delivery. It represents a five-year operational plan creating a destination development focus for the Dublin Mountains. It builds on existing project plans, integrating all related activity for a coordinated series of outputs. These include projects that are being implemented, projects featured in existing plans and new concepts to build the destination's capacity for new visitor experience development.

A list of actions relating to all proposed projects has been devised. All stakeholders have been consulted in relation to the delivery of the identified actions. Each of the stakeholders listed below will be tasked with delivering on actions which will help to shape the plan and ultimately ensure the success of the project over the next five years.

The implementation of the Dublin Mountains DEDP will be overseen by the creation of an implementation team that will operate until 2032. The Dublin Mountains DEDP implementation team is tasked with supporting the following objectives:

- Support the delivery of the Dublin Mountains DEDP.
- Drive growth as per the agreed KPI's in the action plan.
- Lead and manage the action plan ensuring alignment around the prioritisation and delivery of key projects.
- Creation of a representative area wide body which ensures there is a mechanism in place that allows two-way communication between the implementation team and any sub groups which may be formed.
- Ensure that the destination catalyst and enabling projects support the delivery of experiences identified in the plan and are delivered within the five year timeframe.
- Provide a space where stakeholders can share new ideas with partners.
- Creation of a common tourism voice and a powerful tourism network that promotes each other's interests.
- Identify and progress opportunities for collaboration with the Wicklow DEDP implementation group, particularly in relation to outdoor recreation, trail development, visitor connectivity, mountain biking, experience development and regional destination promotion.

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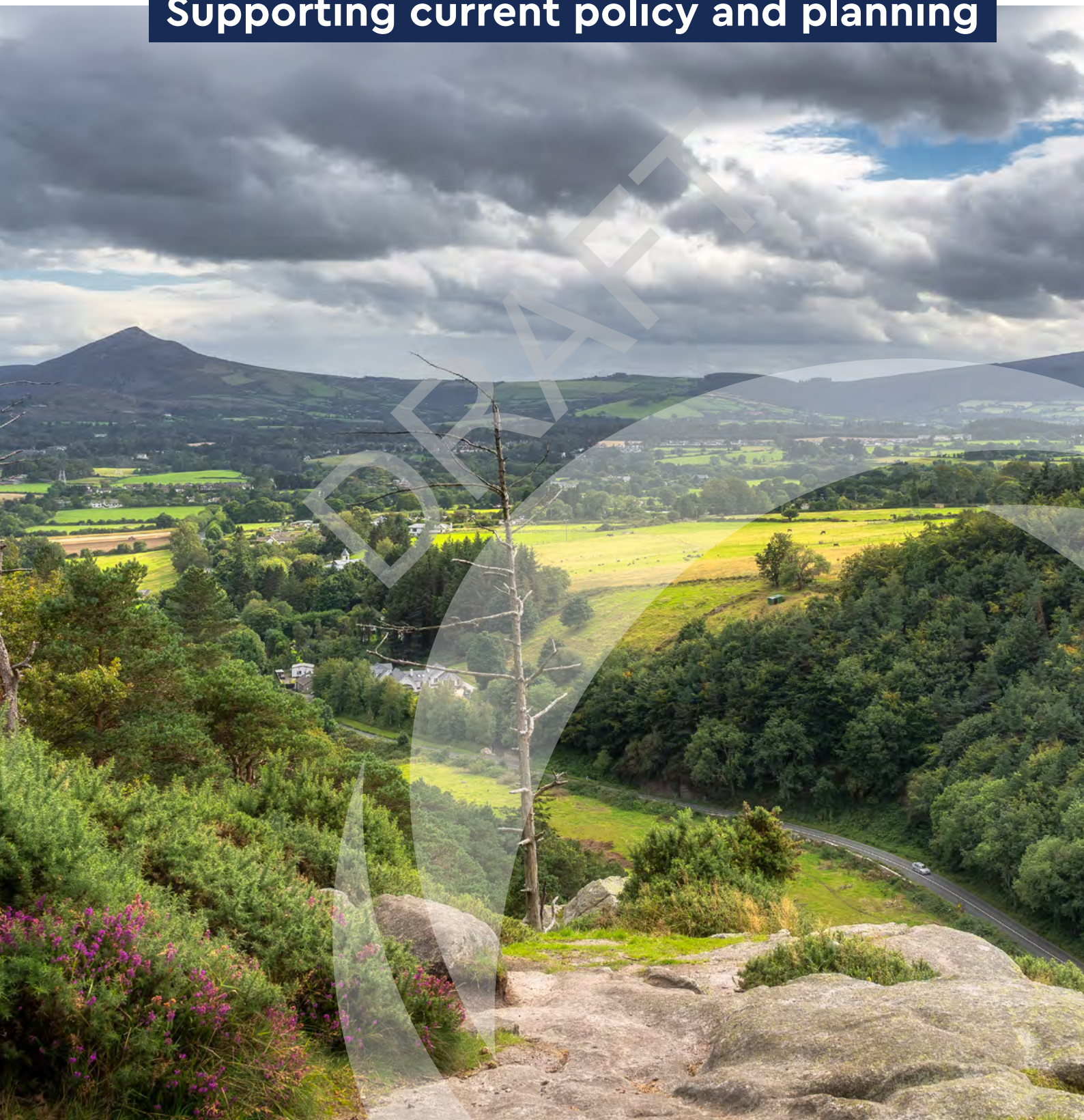
APPENDIX 1

Supporting current policy and planning



Supporting current policy and planning

In order to support the ambition for sustainable destination growth, the Dublin Mountains DEDP is aligned with a number of existing strategies, policy and industry reports. They include;

- A New Era for Irish Tourism, National Tourism Policy Statement, Department of Enterprise, Tourism and Employment
- Fáilte Ireland Corporate Plan - 2026
- Dublin Regional Tourism Development Strategy 2023 - 2027
- Our Rural Future: Rural Development Policy 2021-2025
- National Physical Activity Framework 2024-2040
- National Outdoor Recreation Strategy 2023-2027
- Strategy for the Future Development of Greenways
- Dublin Mountains Partnership Strategic Plan 2022 - 2025
- South Dublin Development Plan 2022 - 2028
- South Dublin Tourism Strategy 2024 -2029
- Active South Dublin Local Sport and Physical Activity Plan 2023-2028
- Dun Laoghaire-Rathdown County Development Plan 2022 - 2028
- Dun Laoghaire-Rathdown Tourism Strategy 2024 -2028
- Dun Laoghaire-Rathdown Local Sport and Physical Activity Plan 2025 - 2029

A NEW ERA FOR IRISH TOURISM, NATIONAL TOURISM POLICY STATEMENT, DEPARTMENT OF ENTERPRISE, TOURISM AND EMPLOYMENT

The National Tourism Policy Statement (December 2025) 'A New Era for Irish Tourism' has established an overarching objective to ensure tourism contributes to broader government goals in areas such as climate action, digital transformation, competitiveness, market diversification, and regional balance. The National Tourism Policy is structured around five strategic pillars;

1. Delivering the Best Visitor Experiences
2. Promoting a Vibrant and Creative Tourism Enterprise Sector
3. Empowering Communities
4. Growing a Sustainable Future
5. Implementation and Data

Tourism Performance Targets:

- €9bn - Overseas tourism revenue to grow to €9 billion by 2031
- €5.8bn - Domestic tourism revenue to grow by €5.8 million by 2031
- 7% - Target annual growth per annum in domestic overnight trip revenue
- 7% - Minimum annual increase in visitor numbers in less mature tourism destinations
- 250,000 - Target employment in tourism industries by 2031
- 90% - % of tourism-related SMEs adopting advanced digital tools by 2031

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DUBLIN REGIONAL TOURISM DEVELOPMENT STRATEGY 2023 – 2027

The Regional Tourism Development Strategy presents a five-year strategic framework for other more detailed tourism development plans across the region's three distinct geographical areas of the city centre, the mountains and the coast. The four objectives of the strategy are:

1. Increase destination resilience by optimising visitor mix and maximizing revenue by increasing dwell time and range of activities engaged in
2. Re-ignite business tourism, positioning Dublin as a leader internationally, with a focus on sustainability.
3. Develop differentiating experiences, providing domestic and international tourists with reasons to visit and to stay longer.
4. Build a committed stakeholder and industry partnership to develop Destination Dublin, encompassing the whole region and leveraging citizen-centric and visitor centric initiatives for mutual benefit, while reducing the industry's carbon footprint and ensuring net contribution to the protection of our cultural and natural heritage.

OUR RURAL FUTURE: RURAL DEVELOPMENT POLICY 2021–2025

The policy provides a framework for the development of rural Ireland over a five year period. The role of tourism in local and regional economies is recognised as being of an importance that cannot be understated. The aim of growing the tourism offering and developing outdoor activity tourism are highlighted in the policy. Particular relevant policy measures include:

- Maximising resources and strengths in the Green Economy to support employment opportunities for rural communities across a range of areas including sustainable tourism (Policy Measure 26)
- Further development of the Fáilte Ireland Experience Brands by strengthening Ireland's image as an outdoor activity holiday destination for both domestic and international markets (Policy Measure 32)
- Investment in greenways, blueways, walking trails and other outdoor recreation infrastructure to support the growth in outdoor recreation tourism (Policy Measure 36)
- Expansion of the Walks Scheme to achieve a target of at least 80 trails (Policy Measure 38)
- Explore the potential for the development of further tourist trails, including cross-border trails and initiatives (Policy Measure 39)

NATIONAL PHYSICAL ACTIVITY FRAMEWORK 2024 – 2040 and associated Action Plan

The vision of the framework is driven by the common purpose of 'no one, or no setting left behind', placing Ireland as the most physically active country in Europe. The approach promoted by the framework seeks to reduce health inequalities and deliver the ability for every person and sector to be part of achieving a Healthy Ireland. The initial action plan of the framework covers the period from 2024 - 2029. This plan provides actions under eight investments in physical activity including sport and recreation for all and community wide programmes.

NATIONAL OUTDOOR RECREATIONAL STRATEGY 2023–2027

Embracing Ireland's Outdoors provides a strategic, collaborative framework to facilitate the consolidation and sustainable growth of the outdoor recreation sector. The strategy addresses the challenges facing the sector as well as embracing the many benefits of outdoor recreation for our communities, including the mental and physical health benefits, as well as economic and social benefits.

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STRATEGY FOR THE FUTURE DEVELOPMENT OF GREENWAYS

The objective of the Greenway strategy is to assist in the strategic development of nationally and regionally significant Greenways in appropriate locations constructed to an appropriate standard in order to deliver a quality experience for all Greenway users. It also aims to increase the number and geographical spread of Greenways of scale and quality around the country with a consequent significant increase in the number of people using Greenways as a visitor experience and as a recreational amenity.

DUBLIN MOUNTAINS PARTNERSHIP STRATEGIC PLAN 2022 – 2026

The partnership, consisting of local authorities, government agencies and a recreational user group, was established with the aim of improving the recreational potential of the Dublin Mountains.

The strategic plan provides a framework for decision-making and introduction of new initiatives over the five years and will integrate delivery of the various partners mandates in respect of the Dublin Mountains. The plan is developed around four strategic themes of protecting the resource, providing for recreation, partnering for success and promoting the benefits of the Dublin Mountains.

SOUTH DUBLIN COUNTY DEVELOPMENT PLAN 2022 – 2028

The plan sets out the framework for land use and future development over the next five years with the overall vision to be 'a place our communities are proud of, that our businesses can thrive in and that will help us to lead greener and healthier lives.' The plan recognises the Dublin Mountains as a key element of the green infrastructure network in the county, with a specific policy call out to protect and enhance the heritage and amenity of the Dublin Mountains.

SOUTH DUBLIN TOURISM STRATEGY 2024 – 2029

The five year strategy sets an overall vision for tourism in the county in 2029 that includes being recognised as the gateway to the Dublin Mountains and being seamlessly connected to the city centre. The strategy identifies five strategic priorities to achieve the overall vision namely;

- realising the county's tourism potential through new and enhanced products and experiences;
- redefining the reputation of South Dublin;
- reinforcing connectivity with multi-modal transport and active travel routes;
- regenerating natural spaces, and
- enhancing collaboration between public, private and third sector stakeholders;

ACTIVE SOUTH DUBLIN LOCAL SPORT AND PHYSICAL ACTIVITY PLAN 2023 – 2028

The plans aims to significantly increase the number of residents that lead active, healthy lifestyles and to optimise the potential of natural and physical assets, including the Dublin Mountains. The plan also seeks to ensure that sport and physical activity is part of decision-making in new facilities, with specific reference made to the Dublin Mountains Visitor Centre.

DUN LAOGHAIRE-RATHDOWN COUNTY DEVELOPMENT PLAN 2022 – 2028

The five-year development plan sets out the vision to 'embrace inclusiveness, champion quality of life through healthy placemaking, grow and attract a diverse innovative economy and deliver this in a manner that enhances our environment for future generations'. The plan contains a number of policies to protect and enhance the Dublin Mountains, including their use for recreation and access. Specific policies are in place in relation to public rights of way, Recreation Access Routes and the development of local and regional trail networks.

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DUN LAOGHAIRE-RATHDOWN TOURISM STRATEGY 2024 – 2028

The strategy sets out the roadmap for tourism development and cooperation between the local authority and tourism agencies, stakeholders and organisations over the five year period of the strategy. The 2028 vision for the county is to 'be increasingly perceived as a connected and immersive destination, offering enriching and unique experiences along our dynamic coast, in the depths of the Dublin Mountains and in our attractive villages and friendly towns.' The strategy identifies four strategic priorities and associated objectives for the period of the strategy, namely:

- creating inspirational experiences and thrilling adventures, with an objective identified to activate the mountains;
- connecting the dots, which includes the objective to improve mobility between the coast and the mountains.
- encouraging longer stays, with objectives relating to the development of visitor accommodation and aiding the vibrancy of villages and towns.
- Manage our destination, including marketing and promotion of the county.

DUN LAOGHAIRE-RATHDOWN LOCAL SPORT AND PHYSICAL ACTIVITY PLAN 2025–2029

The plan seeks to enhance the physical and mental wellbeing of those who live, work and visit Dun Laoghaire-Rathdown. A key goal within the plan is to improve access to the Dublin Mountains with an objective to explore public transport access to the Dublin Mountains and support opening up the area for the public.

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APPENDIX 2

Environmental



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Dublin

Fáilte Ireland