

**COMHAIRLE CONTAE FHINE GALL
FINGAL COUNTY COUNCIL**

**BALBRIGGAN/RUSH-LUSK/SWORDS AREA COMMITTEE MEETING
(Services B – Strategic & General Matters)**

THURSDAY 10TH OCTOBER 2024

ITEM NO. 53

TOURISM DEVELOPMENT INITIATIVES IN THIS LEA – AI098737

Question: Councillor D. Mulligan

“To ask the Chief Executive to advise what tourism development projects are planned for this Local Electoral Area and how these will benefit local businesses and the community?”

Reply:

The Fingal Tourism Strategy 2024-2029 was launched in February this year, and annual implementation plan for 2025 is being developed in line with the 2025 budget process. It is anticipated this will include:

- A collaboration framework with internal, local, and national tourism, food & drink stakeholders.
- An innovative, value added, best practice destination, food & drink tourism marketing plan.
- A county wide audit of tourism and food & drink assets.
- Developing food and drink market(s) in appropriate locations.

In line with the Tourism Strategy objective Product and Experience Development and primary asset themes of Natural Amenities & Heritage, Arts & Culture, Recreation & Leisure the Swords LEA will also enjoy a significant boost with the ongoing development of the Swords Cultural Quarter including further development of the offering at Swords Castle.

Source of Reply:

Declan Power, Senior Executive Officer, Economic, Enterprise, Tourism & Cultural Development