

The Secretary  
An Bord Pleanála  
Planning Department  
64, Malborough Street  
Dublin 1  
D01 V902

25<sup>th</sup> July 2019

By email: [bord@pleanala.ie](mailto:bord@pleanala.ie)

**Re: Proposed application by Fingal County Council to An Bord Pleanála in relation to the Broadmeadow Way. Ref ABP-304624-19**

Dear Sir/Madam,

I refer to the planning application in Co. Dublin which Fingal County Council recently referred to Fáilte Ireland for consideration.

From a tourism perspective, Fáilte Ireland would be supportive of this proposed development as it would present a unique way for visitors to experience this area of Dublin and linking two heritage attractions Malahide Demesne and Newbridge Demesne via the Malahide railway viaduct. The integrated route would allow visitors ease of access to the coastal villages, amenities and to potential greenway routes, it also delivers the type of activities popular with both overseas and domestic visitors. The proposition behind the 'Dublin' brand states that 'Dublin living strives side by side with the natural outdoors so you can constantly jump between completely unique, different and often unexpected experiences' and this greenway has the potential to deliver on that promise.

In addition, we know that globally, activity tourism continues to grow in popularity and cycling in particular has the potential to grow further; but only if suitable infrastructure can be delivered on the ground and in the right location. As can be seen below in Table 1 walking/ hiking is by far the most popular activity in Ireland amongst our overseas visitors, followed by cycling; and greenways support both of these activities.

**Table 1 Data from Survey of Overseas Travellers (SOT) - Activities Engaged in During Trip (main purpose holiday)**

Type of Activity	2012	2013	2014	2015	2016
Hiking/ Cross-country walking	371,000 (13%)	558,000 (18%)	866,000 (26%)	1,207,000 (30%)	1,514,000 (34%)
Cycling	73,000 (3%)	141,000 (4%)	153,000 (5%)	204,000 (5%)	247,000 (6%)
Water-based (excl. fishing & swimming)	62,000 (2%)	73,000 (2%)	120,000 (4%)	83,000 (2%)	135,000 (3%)
Golf	106,000 (4%)	125,000 (4%)	96,000 (3%)	125,000 (3%)	109,000 (2%)
Angling	86,000 (3%)	87,000 (3%)	115,000 (3%)	107,000 (3%)	95,000 (2%)

In 2013 Fáilte Ireland also undertook significant cycle tourism market research to identify both the potential market size for cycling in Ireland and also consumer preferences in relation to the location and types of trails which could attract visitors to Ireland. A core market potential of over 19.5m people has been identified in the main European markets alone for cycling in Ireland. The largest potential market for cycling in Ireland is Germany, due to its' large size and high proportion of people who cycle abroad. The research determined that there is significant potential for the development of cycling tourism in Ireland, both amongst the overseas and domestic markets and full details of this can be found at [www.failteireland.ie/adventuretourism](http://www.failteireland.ie/adventuretourism)) and in the documentation enclosed here.

The research also identified that visitors have particular preferences in relation to the types of trails and services which they require when cycling in particular. These expectations and preferences can be grouped under what Fáilte Ireland refers to as- The 4 S' for Cycling Tourism, and these are essentially what greenways provide:

- **Scenery** - beautiful scenery and landscape which needs to be varied
- **Segregated** – traffic free
- **Safe** – flat surfaces and good services
- **See and do** – lots of activities, attractions and interesting villages

It is considered that the proposed Broadmeadow Way Greenway would deliver on all of these and could provide a key piece of cycling infrastructure in North Co. Dublin for both overseas and domestic visitors.



Therefore, from a tourism perspective we are extremely supportive of the proposed greenway in line with all proper planning and environmental requirements being met.

Yours Sincerely,

*Shane Dineen*

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Shane Dineen-Environment and Planning, Fáilte Ireland

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