

**COMHAIRLE CONTAE FHINE GALL
FINGAL COUNTY COUNCIL**

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

THURSDAY 10TH SEPTEMBER 2026

ITEM NO. 26

**"EXPLORE FINGAL" RUNNING A FOCUSED TOURISM AND VISITOR
PROMOTION PLAN FOR LUSK - AI109445**

Question: Councillor M. Boland

"To ask the Chief Executive if consideration can be given to "Explore Fingal" running a focused tourism and visitor promotion plan for Lusk, highlighting the towns heritage, food history, Round Tower walks, community events and links to the wider Fingal tourism offering?"

Reply:

The Fingal Tourism Framework aligns and implements the objectives and actions of the Fingal Tourism Strategy 2024–2029 and Food & Drink Policy 2024–2029 for the County and its towns, villages, attractions, experiences, heritage, food, events and communities. It enables the delivery of multiple projects under the framework's four work programmes

1. The collaboration work programme facilitates engagement with and between the tourism sector in Fingal, including industry, national agencies and community tourism groups. Lusk's tourism sector have been invited to participate and the tourism team are actively working with local stakeholders including the town team to encourage the establishment of a Lusk Tourism community group.
2. The product & experience work program develops, improves and grows new and existing tourism product and experiences across Fingal. It is hoped that

with the establishment and support of a Lusk Tourism community group further suitable opportunities can be identified locally.

3. The marketing & sales work programme promotes and sells Fingal and its tourism product and experiences. At a local and regional level this is done using the Explore Fingal brand, nationally and internationally this is done in partnership with national agencies Failte Ireland and Tourism Ireland using the Dublin and Ireland brands. Since the brand launched in 2026, Lusk has featured on Explore Fingal merchandise, including the tote bag and postcard. The Round Tower is promoted as a visitor experience on the Explore Fingal website and in the Culture & Heritage section. Its tours are included in the What's On programme and promoted through social media. Lusk features in destination illustrations distributed internationally and will be incorporated into future destination maps and brochures linking it with Loughshinny, Skerries, Rush and wider north Fingal
4. The food & drink work programme focuses on food tourism and delivery of the objectives and actions of the Fingal Food & Drink Policy 2024–2029. Local food businesses and community & heritage groups have been encouraged and supported to submit information through the Trade Portal of the Explore Fingal website and uptake has been good, providing content for promotion by local event organisers and businesses. The Lusk Farmers Market pilot, supported under Tier 2 of the Fingal Food Market Development Programme, added a further visitor experience this summer/autumn. Subject to its success, this could further strengthen Lusk's food and visitor offering and prove a regular attraction.

Source of Reply: Declan Power, Senior Executive Officer, Economic, Community and Cultural Development.