

**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. 27

**"EXPLORE FINGAL" RUNNING A FOCUSED TOURISM AND VISITOR
PROMOTION PLAN FOR RUSH - AI109446**

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 Rush, highlighting the towns beaches, heritage, food history, coastal 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. Rush's tourism sector including the Rush Tourism community group is actively involved in this programme.
2. The product & experience work program develops, improves and grows new and existing tourism product and experiences across Fingal. As part of this the tourism team is assisting Rush Tourism community group with the re-formulation of the town's tourism and heritage walking trail and have also worked with Rush Tourism and the Millbank Theatre to include Rush as part

of Home of Halloween product development and the associated marketing campaign.

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. Rush is promoted as part of a marketing plan which highlights the town's beaches, coastline, outdoor recreation, food and agricultural heritage, golf, festivals and community events. This includes marketing activity dedicated to the promotion of Rush beach and as part of broader Fingal and Dublin coastal and beach content. The Rush Harbour Festival, Rush Air Display and Rush Festival of Writing have all been promoted through Explore Fingal channels. Rush Golf Club forms part of Fingal's 24-club golf proposition and 24 Golf Challenge campaign. Rush also features in destination illustrations distributed internationally and will be incorporated into future destination maps and brochures linking it with Loughshinny, Skerries, Lusk 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. Rush's farming and food heritage supports Fingal's market garden story, with a Market and Agri Trail Feasibility Study currently underway to explore further opportunities.

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