

**COMHAIRLE CONTAE FHINE GALL
FINGAL COUNTY COUNCIL**

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

THURSDAY 8TH OCTOBER 2026

ITEM NO. 40

PROVISION OF AIRES SITES IN THIS LEA - AI109695

Motion: Councillor C. Johnston

“That the Chief Executive gives serious consideration to the provision of dedicated motorhome Aires sites in this Local Electoral Area to provide short term overnight parking and to encourage and promote tourism with motorists stopping in local towns and villages”.

Report:

The Fingal Tourism Strategy 2024-2029 highlights as a key challenge ‘insufficient hotel stock in some areas in the county which limits potential bed nights.’ This is being considered through key actions under the Strategy and its objectives as follows:

- Dispersed Growth: Supporting development of appropriate alternative accommodation options with the required facilities in line with the County Development plan.
- Product & Experience Development: Provision of a regularly updated product and experience audit which continually assesses the tourism offering, plans for continuous product improvement and tracks investments that position Fingal as a competitive tourism destination in all areas of the product and experience portfolio, including accommodation.
- Collaboration & Partnerships: The Fingal Tourism Collaboration framework is focused on policy, strategy, access etc. and includes representation from across the sector tasked with defining and addressing product or infrastructure gaps by working with local government, key tourism agencies, national transport authorities and the private sector to advocate for the

product and infrastructure development necessary to further develop Fingal as a tourism destination.

In line with this, the Fingal Accommodation Forum was formed earlier this year. The Tourism team will work with this group to examine demand and feasibility for provision of Aires at appropriate sites in Fingal and consider how best this might be delivered as part of the group's work on accommodation and tourism infrastructure requirements in the County.

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