



TOURISM



CHAPTER 12

12.1 TOURISM

Drogheda town centre with its outstanding skyline can be a beguiling sight for the first time visitor. The town centre lies largely to the north of the River Boyne and is focussed upon a medieval street pattern which has survived almost completely intact since the foundation of Drogheda in the twelfth century. In this respect Drogheda is the equal to cities such as Kilkenny and Waterford. The street pattern is complemented by a large number of attractive protected structures located at key points throughout the town centre. The richness of the town centre is enhanced further by a broad range of retail, commercial and professional outlets providing a wide variety of goods and services. Together, these factors make for a lively and vibrant town centre.

Drogheda Borough Council recognises the potential importance of tourism to contribute to the economic life of Drogheda over the Plan period and beyond. Whilst there will be a strategic emphasis on increasing the volumes of visitors to the Borough, it will be the development of “Quality” tourism products that will ultimately prove to be the most sustainable and have long term returns.

The tourism product in Drogheda includes, among others;

- Millmount
- The Churches
- St Laurence’s Gate
- The Viaduct Railway Bridge
- The Tholsel
- The Corn Exchange
- The Medieval Core of the Town Centre
- The remains of the Town Walls

Whilst detailed plans and strategies for tourism are not within the mandate of the Development Plan, the Council will, nevertheless, contribute to tourist development. Drogheda Borough Council will, therefore,

- Encourage actions to conserve the Borough’s manmade heritage
- Develop selected amenities of benefit to tourists and locals alike
- Co-operate and liase with organisations involved in tourist service provision
- Co-ordinate the physical development of the Borough such that it’s tourism potential is maximised



Drogheda Borough Council recognises that the strengths of the Borough in tourism terms are:

- A dense concentration of built heritage of national historical interest
- A largely intact medieval street layout
- Ease of access by all modes of transport
- Strategic location on the Belfast – Dublin Economic Corridor
- Proximity to Greater Dublin
- An attractive natural setting
- Close proximity to the major tourist destinations in the Boyne Valley
- Close proximity to seaside resorts in both counties Louth and Meath
- The River Boyne
- A wide range of tourist supporting infrastructure including retail and service provision
- An established evening culture

However, the historical, architectural and physical attractions of the town centre in particular, including the River Boyne, are often overlooked by visitors to the town. In consequence, the town centre's full potential as a tourist destination has yet to be realised. This is the result of a number of interlinked factors including traffic problems, the lack of a structured focus for tourist visitors and in some instances, problems with unsightly town centre areas. In this respect there is considerable scope for improving the physical appearance of the town centre by developing derelict sites and enhancing existing buildings and features.

The weaknesses which therefore must be addressed include

- Improvement of image
- Increased marketing
- Increased tourism infrastructure and facilities
- Addressing the traffic circulation problems

Many of these issues have been addressed in relevant sections of the plan including those sections dealing with The Town Centre and Transportation. It should be recognised therefore that implicit within other policies, objectives and parameters outlined in this plan, are policies designed to "Grow" tourism in Drogheda Borough.

OBJECTIVES (TOURISM)

- **TOU 1**

To encourage and facilitate, in as sustainable way as possible, the growth of Drogheda's tourism product enabling an increase in overall capacity and long term development of the sector including the use of Drogheda Borough Council's statutory powers where appropriate

- **TOU 2**

To advance the development of tourism, resources permitting, through implementation of Development Plan objectives which benefit both tourist visitors to Drogheda Borough and the local populace



- **TOU 3**

To control development likely to be detrimental to tourist amenity

- **TOU 4**

To ensure that all tourist related development be designed in accordance to good practice principles ensuring full access to all potential visitors including those with limited mobility and / or special needs

- **TOU 5**

To support the work of other agencies to stimulate projects in the tourism sector including those providing additional overnight accommodation provision in Drogheda Borough

