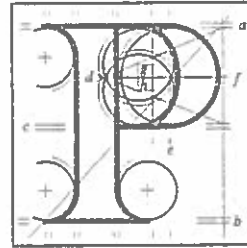


Our Ref: 29S.JA0039
P.A.Reg.Ref:

Your Ref:



An
Bord
Pleanála

Ruth Andrews
Incoming Tour Operators Association - Ireland
P.O. Box 65
Bray
Co. Wicklow

22nd February 2018

Re:
Development of a new civic plaza and ancillary traffic management
measures at College Green,
Dublin 2.

Dear Madam,

An Bord Pleanála has received your recent submission in relation to the above mentioned proposed development and will take it into consideration in its determination of the matter.

Please note that the proposed development shall not be carried out unless the Board has approved it or approved it with conditions.

Please quote the above mentioned An Bord Pleanála reference number in any correspondence or telephone contact with the Board.

Yours faithfully,

PP

Kieran Somers
Executive Officer
Direct Line: 01-8737107

E102

An Bord Pleanála
 64 Marlborough Street
 Dublin 1

From
 ITOA
 P.O. Box 65,
 Bray, Co. Wicklow
 Tel: 01 2861113
 Fax 01 2861107
 Email: info@itoa-ireland.com

February 16th, 2018

Ref 29S.JA0039

Dear Sir/Madam,

Please find attached our submission with the sum of €50 enclosed to cover same.

Yours faithfully



Ruth Andrews
 Chief Executive

Enc/l.....

AN BORD PLEANÁLA
 Received: 21/02/18
 Fee: €50.00 CHQ
 Receipt No: B141175

AN BORD PLEANÁLA
 TIME 2pm BY HAND
 21 FEB 2018
 LTR DATED FROM AOD
 PL 29S-JA0039

- Members**
- Abbey Tours
 - Advantage ICO
 - A Touch of Ireland
 - Adams & Butler Luxury Travel
 - Alainn Tours
 - Aspects of Ireland
 - Brendan Vacations
 - CIE Tours
 - Celtic Horizon Tours
 - Cogs & Marvel
 - Custom Ireland
 - Eirebus Travel
 - Excursions Ireland
 - Extreme Ireland Adventures
 - Event Partners
 - Hello Ireland Tours
 - Into Ireland Travel Ltd.
 - Irish Education Partners
 - Irish Rugby Tours
 - Irish Welcome Tours
 - Joe O'Reilly Tours Ltd.
 - Limerick Travel Ltd.
 - Moloney & Kelly Travel
 - Odyssey International
 - Ovation
 - Premier Travel
 - Specialized Travel Services Ltd.
 - Shamrock Adventures
 - Travel Choice Ltd.
 - Wallace Travel Group
 - Vagabond Tours

COLLEGE GREEN PROPOSED CIVIC PLAZA

Submission to An Bord Pleanála Ref (29S JA0039)

by

Incoming Tour Operators Association - Ireland

February, 2018

ITOA wish to lodge objection to the proposed College Green pedestrianisation plan by Dublin city council on the basis of the significant negative impact this will have on tourism, and in particular coach tourism in Dublin city. It is clear that there has been a lack of consultation on the plan proposed and total disregard for the severe economic impact this will have on tourist dependant businesses in the locality and on the visitor experience in exploring the city centre.

Established 40 years, the Incoming Tour Operators Association (ITOA) is the leading representative body for Ireland's premier inbound tour operators. The 32 members of the Association design creative programmes and itineraries for tour groups, individual holidaymakers and business tourists, including conferences and corporate meetings.

ITOA members make a very substantial contribution to Irish tourism. In 2017, they handled a total of over 722,000 overseas tourists, equivalent to 9% of the total number of overseas visitors. The economic contribution made by these visitors is estimated at €548 million, which represents 10.5% of the total revenue generated by overseas tourists in 2017, excluding carrier receipts.

Based on multipliers published by Fáilte Ireland, this revenue supported 14,364 tourism jobs and generated €122 million in tax. The ITOA membership therefore makes a very significant contribution to the Irish tourism industry and the economy.

Dublin is a vital destination for the ITOA's members. The majority of our clients arrive by air and sea into Dublin, and the majority of members tour programmes include a stay in Dublin. It is estimated that some 39% of ITOA's purchasing of services - hotel accommodation, banquets/restaurants, visitor attractions, etc. - is allocated to Dublin. The city is particularly important for conferences, as almost 80% of the international conferences held in Ireland in 2017 were located in Dublin. ITOA members handled over 70,500 business tourism delegates in 2017, and almost all of this high value business was based in Dublin.

The present proposal to create a plaza in College Green envisages a major change to routing of public transport in the city centre. In particular, it is proposed that buses and taxis will be prohibited from travelling through College Green in east-west / west-east directions. If implemented, this radical change in public transport routings will have a severe, adverse impact on tourist transport in Dublin and on the businesses of our members. The following is a summary of our principal concerns:

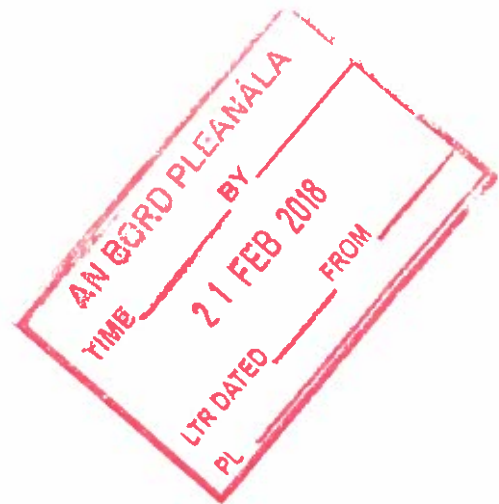
- Ease of access into and around the city is a fundamental requirement for tourism. Our members transfer tourists by coach from the airport and ferry port to their hotels in the city, and also from their hotels to visit major attractions in Dublin and in the surrounding region. Following the exclusion of bus traffic from College Green, the complexity of alternative routings and the likelihood of severe traffic congestion on these routes will add significantly to journey time, creating discomfort for our members' clients, and adding to the cost.
- Many of our members' coach tour clients are in older age groups, and they will be prone to greater discomfort arising from lengthy delays. Moreover, their ability to gain some understanding of the city centre and its layout will be greatly compromised by the use of complex and visually unappealing alternative routings, and this will diminish the quality of their experience of Dublin. For many they simply will not be in a position to access the city centre as the distance from any safe disembarkation will be too great. There has also been no provision made for where tourist coaches can drop off and pick up clients within any reasonable distance from this key location of the city centre.
- Our members organise transfers between hotels and the Conference Centre Dublin for a very large number of conference delegates. The proposed civic plaza, as presently designed, will add significantly to journey times for such transfers which will impact negatively on visitor satisfaction and on the marketability of Dublin as a conference destination. In particular those hotels in the city centre located in or in the nearby college green area will, as it stands be in accessible for coach transfers. This will ultimately lead to a loss of business to those hotels as clients will be discouraged from using them. Conference clients will also find that their journey times to the CCD, Dublin Castle and the RDS will be greatly increased at a substantial cost in terms of transportation costs.
- Global conference and event buyers when rating a city for hosting their events do consider the accessibility of a city when bidding for this high yielding business. Dublin does not have the public transport infrastructure of the cities with whom we most compete who offer underground,

city managed coach parking and transfer hubs or one public transport ticketing systems. It is therefore inevitable that we will fall further down the ranking for such business given Dublin city's lack of infrastructure and poor planning and traffic management.

In the light of the foregoing, we are strongly recommending that the design plans for the proposed plaza be completely revised with the goal of facilitating the continued use of College Green by tourist coaches and taxis. Dublin city is simply too small to facilitate the level of public plaza space being proposed and it is clear that further consideration is required with proper consultation prior to the implementation of any such proposal in the college green area.

This submission is made by ITOA on behalf of its members:

- | No. | Organisation |
|-----|---------------------------|
| 1. | A Touch of Ireland |
| 2. | Abbey Tours |
| 3. | Adams & Butler |
| 4. | Advantage ico |
| 5. | Alainn Tours |
| 6. | Aspects of Ireland |
| 7. | Brendan Vacations Ireland |
| 8. | Celtic Horizon Tours |
| 9. | CIE Tours International |
| 10. | Custom Ireland |
| 11. | IE Partners |
| 12. | Eirebus DMC |
| 13. | Excursions Ireland |
| 14. | EI Travel Group |
| 15. | Event Partners |
| 16. | Cogs & Marvel |
| 17. | Hello Ireland Tours (HIT) |
| 18. | Into Ireland Travel |



- 19 Irish Rugby Tours
- 20 Irish Welcome Tours
- 21 Joe O'Reilly Ireland Group
- 22 JAC Travel
- 23 Limerick Travel
- 24 Moloney & Kelly Travel
- 25 Odyssey International
- 26 Ovation Ireland
- 27 Premier Travel
- 28 Shamrock Adventures
- 29 Specialised Travel Services
- 30 Travel Choice Ltd.
- 31 Vagabond Adventure Tours
- 32 Wallace Travel Group

