

The background of the entire image is a photograph of the dome and upper facade of St. Patrick's Cathedral in Dublin. The image is partially covered by a dark blue semi-transparent overlay. On the dome, there is a clock face and a statue on top. The Irish flag is visible on a pole in front of the building. The text 'adventure by AE' is centered over the dome. A yellow dashed line with a circle at the start and an arrow at the end curves around the 'AE' part of the text.

adventure
by **AE**

Dublin & East Ireland

Advisor Selling Guide

At a Glance



5000

YEARS OF
HISTORY AT BRÚ
NA BÓINNE

495

METRE SUMMIT OF
SALLY GAP

BEST KNOWN FOR
Dublin and Ireland’s Ancient East

SYMBOL
The Celtic Harp

SWEET TREAT
Barmbrack

IN 5 WORDS
Quick wit, mountains, myth, sea

Highlights

- Free to roam in Dublin. Follow its writers and revolutionaries, stop for lunch somewhere small, then let the evening move from restaurant to pub. The best music is often found without booking it: a few musicians around a table, the room settling, and one more tune before closing.
- The outdoors starts before the city disappears. Howth is close enough for lunch after a morning in Dublin. Wicklow’s mountain roads begin within easy reach of the capital. Clients can add a proper walk or ride without rebuilding the whole itinerary around it.
- Five thousand years without the history lesson. Passage tombs, medieval towns, monastic valleys and mythological landscapes sit across the region. The right guide connects them without turning the journey into a procession of dates and ruins.

How to position

Dublin is the starting point, not the whole trip.

Within a few hours, guests can be walking the cliffs at Howth, riding across the Wicklow Mountains, following the legends of Cooley or checking into a country estate in Kilkenny.

Position it as:

- A polished first introduction to Ireland
- An active journey that never feels like an adventure holiday
- Bespoke itineraries that blend landscape, history and daily life.
- An easy fit for couples, families and small private groups



Dublin & East Ireland is for



Active Couples

Ride the Sally Gap, walk above the sea in Howth and follow an old cattle-raiding legend across Cooley. Then return to a serious hotel, a good table and an evening that requires no further planning.



Families Who Need More Than One Gear

One person wants the full climb. Another wants an e-bike. Someone would rather take the shorter walk and meet the group for lunch. The region makes those differences easy to manage without turning the day into separate holidays.



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Food & Drink-Led Travellers

For clients who see a good meal as part of the journey. Dublin's restaurant scene, seafood in Howth, estate dining in Kilkenny and the produce of Waterford are just some notable examples.



Featured Experiences

Dublin & East Ireland Experience Biking the Sally Gap

Leave Dublin behind and ride into the Wicklow Mountains, climbing through open moorland towards Lough Tay and the Sally Gap. The classic route from Roundwood reaches 495 metres, before descending past Glenmacnass Waterfall towards Laragh.

Dublin & East Ireland Experience Walking the Táin

Walk a section of the Táin Way through mountain paths, forest and quiet lanes, with views across Carlingford Lough towards the Mourne. The peninsula forms the setting for Táin Bó Cúailnge, the medieval Irish epic involving Queen Medb, Cú Chulainn and the prized Brown Bull of Cooley.

Dublin & East Ireland Experience

Howth, from Cliff to Plate

Follow the cliffs above Howth with a private guide, looking across to Ireland's Eye and the Baily Lighthouse before dropping back into the working harbour. The main cliff loop covers 7.8 kilometres, yet Howth is only around 25 minutes from central Dublin. Finish among the fishmongers, smokehouses and seafood restaurants of the West Pier—with lunch chosen according to what has come ashore.

Sample Itinerary

Day 1 – Dublin to the Wicklow Mountains We meet in Dublin and transfer south into the Wicklow Mountains, where the city gives way quickly to open hills and lake country. Lunch and a relaxed briefing at the hotel set the tone before bike fitting and a gentle afternoon loop around the Blessington Lakes.	Day 2 – Wicklow Gap and Glendalough We ride deep into the Wicklow Mountains today, following roads used during the 1998 Tour de France. The climb to the Wicklow Gap is steady and rewarding, opening onto wide mountain views before a long descent into Glendalough.	Day 3 – The Sally Gap to Enniskerry Another iconic climb, and for many the most spectacular road on Ireland’s east coast. The Sally Gap winds through high moorland, past the Guinness Estate and the striking curve of Lough Tay. The landscape feels open and elemental, with space to ride at your own rhythm. We finish in Enniskerry, a village tucked beneath Powerscourt.	Day 4 – The Cooley Peninsula The Cooley Peninsula is steeped in myth. This loop ride takes us through the landscape of Ireland’s oldest epic tale, where heroes, cattle raids and shape shifting warriors once dominated the story. The leprechauns said to live in these hills even have an official protected habitat nearby	Day 5 – The Mourne Mountains The Mournes inspired C.S. Lewis when imagining the land of Narnia. Riding up towards Spelga Dam, it’s easy to see why. Granite peaks rise sharply around still water before a flowing descent into Newcastle, a seaside town that grew popular with Victorian holidaymakers.
Day 6 – Strangford Lough and Belfast Strangford Lough is the largest sea inlet in the British Isles and has one of the strongest tidal currents in Europe. We cross the ‘Narrows’ by ferry before riding the Ards Peninsula, where farmland meets the sea in constant rhythm. Following a transfer to Belfast.	Day 7 – The Causeway Coast This coastline has been voted among the most scenic in the world – and today’s itinerary shows why. We ride past Carrick a Rede, where salmon fishermen once crossed a rope bridge suspended nearly 30 metres above the sea. The Dark Hedges, planted in the 18th century, form one of the most photographed avenues in Ireland.	Day 8 – Giant’s Causeway and Bushmills An early start brings us to the Giant’s Causeway before the crowds. The 40,000 basalt columns were formed by volcanic activity over 60 million years ago, though local legend insists they were built by a giant. We finish at Old Bushmills Distillery, licensed to distil since 1608, for a premium tasting and lunch.	Day 9 – Departure After breakfast, we transfer to Belfast where the tour concludes.	

We know Dublin & East Ireland

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“Where ancient sports are still played with fierce local loyalty. Where storytelling is treated as a social skill. Where music sessions unfold naturally in the corner of a pub.”

“Where else, but Ireland?”

Harvey

Product Lead



Accommodation

The Merrion

The Merrion occupies four carefully restored Georgian townhouses in the city centre. Its main-house rooms retain the proportions and character of the original buildings, while a significant collection of Irish and European art runs throughout the hotel.

LOCATION

Dublin

STYLE

Luxury

PRICE

£££££



Powerscourt Hotel

Set within the 1,000-acre Powerscourt Estate, the hotel looks towards the Wicklow Mountains while sitting approximately 30 minutes from central Dublin. The setting makes it an easy transition out of the city, with generous rooms and a substantial spa.

LOCATION

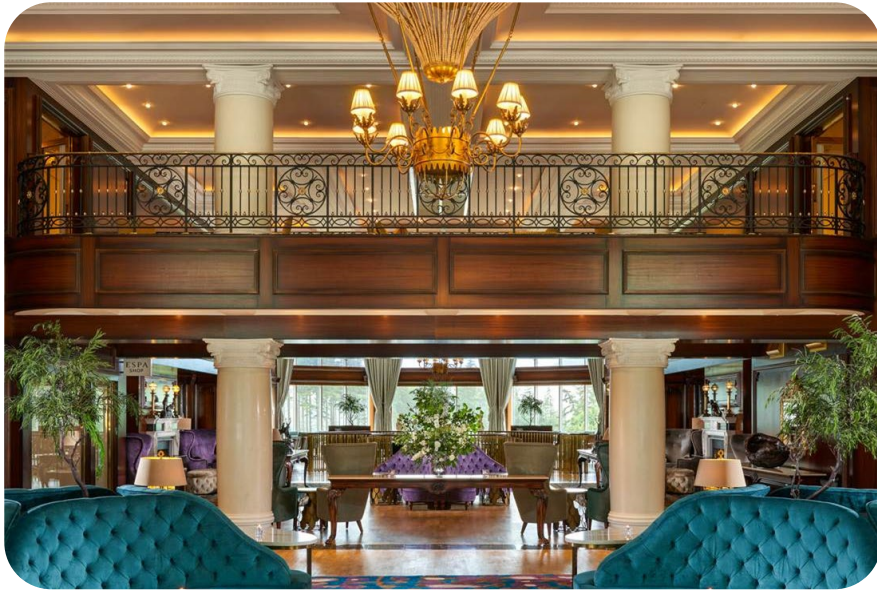
County Wicklow

STYLE

Luxury

PRICE

£££££



Mount Juliet Estate

Two different stays within one 500-acre estate. The Manor brings Georgian character and a quieter country-house feel. Hunter's Yard is more contemporary and informal. Both give clients access to the estate's walking, cycling, golf, spa and dining.

LOCATION

County Waterford

STYLE

Prestige

PRICE

£££££



Cliff House Hotel

Cliff House appears to cling to the hillside above Ardmore Bay, with uninterrupted water views from its rooms and terraces. The privately owned hotel has 39 rooms, a spa and Michelin-starred dining.

LOCATION

County Waterford

STYLE

Prestige

PRICE

£££££



What are partners say

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“Collaborating with Adventure by AE was a truly seamless experience from planning through execution.”

McKenzie

Agent & Tour Operator



Practicalities

Arrival airports

Dublin Airport is the natural gateway and works equally well for city-first itineraries or immediate transfers north and south.

Trip length

5 to 6 nights: Dublin, Howth and Wicklow, with either Cooley or Kilkenny added.

Activities

Think gentle hikes, cycling or e-biking, and morning yoga.

Activity level

Easy to moderate. We can soften, shorten or elevate each day depending on the group's energy and appetite for adventure.

Pairing Opportunities

Pair Dublin & East Ireland with: Belfast & Northern Ireland, travelling north through the Cooley Peninsula and Carlingford Lough or South & West Ireland, continuing from Waterford into Cork and Kerry.





For [Tour Operators](#) | **For** [Travel Agents](#) | **Explore** [Sample Itineraries](#)

hello@adventurebyae.com