

ROE & CO



VISIT GUIDE 2026

the Guinness Storehouse

Dublin • From 37€

<https://guinnessstorehouse.visit-tickets.com/en/> • Skip-the-line tickets & rates



History & experience

ORIGIN & HISTORY

From Brewery to Iconic Landmark

GOOGLE **4.4** ★★★★★ 26 503 reviews

TIQETS **4.6** ★★★★★ 2 743 reviews

The story of the Guinness Storehouse begins long before its modern glass façade, rooted in the bold vision of **Arthur Guinness**. In 1759, he signed a 9,000-year lease for a modest brewery at St James's Gate, transforming it into one of Ireland's most iconic industrial sites. His commitment to quality and innovation laid the foundation for a brand that would become synonymous with Dublin itself.

As the 20th century dawned, the brewery evolved from a local producer into a global powerhouse, but its heart remained firmly planted in this historic district. The original warehouses, built to withstand the demands of large-scale brewing, became symbols of industrial heritage. By the late 1990s, the decision was made to repurpose part of this legacy into a visitor experience that would honor both the craft and the community.

Opened in November 2000, the Storehouse represents a masterful blend of preservation and modernity. The design team transformed the existing structures into a seven-story attraction enclosed within a striking **glass atrium**, shaped like a pint of Guinness. This architectural choice was not merely aesthetic; it served as a tribute to the product that defined the site's identity for nearly three centuries.

Today, the Storehouse stands as a testament to Dublin's enduring spirit. It has received international recognition, including a Thea Award from the Themed Entertainment Association, confirming its status as a premier destination. For visitors, it is more than a tour; it is a journey through time, where the echoes of history merge seamlessly with the vibrant pulse of modern Dublin.

THE EXPERIENCE

Stepping into the Guinness Storehouse feels like entering a living monument to Irish heritage. The first thing that strikes you is the sheer scale of the **glass atrium**, which floods the interior with natural light during the day. This luminous space creates an atmosphere of openness and wonder, immediately setting the tone for the immersive journey ahead.

As you ascend through the floors, the architecture guides your senses from the raw materials of brewing to the sophisticated world of advertising and culture. The transition is smooth, almost poetic, as each level reveals a new layer of the story. By the time you reach the top, the anticipation builds to a spectacular climax, leaving you breathless and deeply connected to the city below.



PREPARE YOUR VISIT

Practical information

ADDRESS

Dublin City Center · Bus: 'St James's Gate' Stop (lines 16A, 16B) or nearby bus stop. Luas Metro: James's station (Red Line), 10 min walk.

OPENING HOURS

Hours vary by season and public holidays. Be sure to check available time slots on the official website before your visit.

FARES

Indicative adult price: 37€. Reduced rates for children and seniors may apply

VISIT DURATION

Allow at least 2 hours to fully enjoy the tour across the seven floors, including any potential wait times and the final tasting at the Gravity Bar.

PHOTOS

Photography is allowed throughout the entire visit. Flash is generally prohibited to preserve the exhibitions. Remember to adjust your settings in the darker ar

AUDIENCE

Ideal for families, couples, and first-time visitors. The accessible tone and immersive architecture captivate all ages, even those unfamiliar with brewing cult

HOW TO GET THERE

Access & transport

**Metro**

: Dublin Heuston Rail Station Phoenix Park & Dublin Zoo — 8 min à pied

Dublin Heuston Rail Station Phoenix Park & Dublin Zoo (8 min) · Connolly Station (12 min)

**Bus**

: James's Luas Stop — 6 min à pied

Dublin Heuston Rail Station Phoenix Park & Dublin Zoo (11 min) · Connolly Station (19 min)

**Car**

Dublin Heuston Rail Station Phoenix Park & Dublin Zoo (5 min) · Connolly Station (12 min)

**Bike**

Dublin Heuston Rail Station Phoenix Park & Dublin Zoo (5 min) · Connolly Station (14 min)

LOCALISATION

Où se trouve the Guinness Storehouse ?



📍 St James's Gate — D08 VF8H Dublin

🌐 53°20.509' N, 6°17.203' O



ORGANIZATION

Navigating the Seven Floors

Level 1 (Ground Floor)

This floor introduces the four fundamental ingredients of beer: water, barley, hops, and yeast. Interactive displays explain how these elements combine to create the original brew. Visitors can see samples and learn about the sourcing process. The space is designed to be educational yet engaging for all ages.

Level 4

Focuses on the evolution of advertising and brand image. Exhibits showcase how Arthur Guinness built his reputation over decades. Creative displays highlight key campaigns and marketing strategies. This level offers insight into the business side of brewing history.

Level 7 (Terrace)

Home to the Gravity Bar, offering a 360-degree panoramic view of Dublin. This is the climax of the visit, where history meets spectacle. Guests can enjoy a tasting while taking in the cityscape. The bar provides a memorable conclusion to the tour.

ACCESSIBILITY

**Disabled Access**

Easy access thanks to elevators and ramps, suitable for wheelchairs.

**Families**

Fun and educational tour, ideal for families with children aged 6 and up.

**Audio guide**

French, English, Spanish, German, Italian

Must-sees

SELECTION

Unmissable Moments in the Storehouse

01

Main Atrium

Pint-Shaped Glass Atrium

The defining feature of the Storehouse, this structure faithfully reproduces the shape of a Guinness pint. Its transparent walls allow natural light to enhance the interior exhibits. The architectural design serves as a constant reminder of the brand's identity. It is a unique example of themed architecture in Europe.

💡 The design was chosen specifically to honor the product that defined the brewery for centuries. **Seven floors** fit perfectly within this iconic silhouette.

02

Ground Floor

Four Ingredients Display

An interactive exhibit detailing water, barley, hops, and yeast. Visitors can understand the basic chemistry of brewing through hands-on activities. The display emphasizes the importance of quality in each component. It sets the stage for the rest of the tour.

💡 The water used comes from the River Liffey, a source that has been central to Dublin's brewing history since the beginning. **Quality sourcing** remains a key theme here.

03

Intermediate Floors

Advertising Heritage Gallery

Showcases the evolution of beer advertising from the 18th century to today. Posters, signs, and digital displays illustrate changing trends. The gallery highlights how branding shaped consumer perception. It offers a fascinating look at commercial history.

💡 Early advertisements often featured simple, bold text to catch the eye of passersby. Over time, designs became more complex and visually appealing. **Brand consistency** was crucial throughout.

04

Top Floor

Gravity Bar Panorama

Provides a breathtaking 360-degree view of Dublin from above. The bar is the final stop of the tour, offering a place to relax and reflect. Guests can enjoy a tasting while admiring the city. It is widely considered the highlight of the experience.

💡 On clear days, the view extends to the surrounding countryside, offering a sense of scale. The bar's location makes it a popular spot for photos. **Panoramic views** are a major draw for visitors.

05

Historical Section

Arthur Guinness Biography

Details the life and legacy of the founder, Arthur Guinness. Exhibits include personal items and historical documents. The narrative covers his rise from a modest background to a brewing magnate. It humanizes the brand behind the product.

💡 Guinness signed his lease in 1759, securing the site for nearly ten millennia. His foresight ensured the brewery's longevity. **Long-term vision** was key to his success.

06

Integrated Tour

Responsible Drinking Zone

Addresses the issue of alcohol responsibility within the context of the tour. Activities promote mindful consumption and awareness. The section is designed to be informative without being preachy. It reflects the company's commitment to social responsibility.

💡 Modern approaches to drinking have evolved significantly since the 18th century. The Storehouse aims to educate visitors on safe practices. **Social responsibility** is a core value here.

07

Various Floors

Interactive Brewing Simulations

Allows visitors to engage with the brewing process through digital interfaces. Users can simulate different stages of production. The simulations are designed to be fun and educational. They provide a deeper understanding of the craft.

💡 These interactive elements were added to make the tour more engaging for younger audiences. Technology plays a significant role in modern museum experiences. **Digital interaction** enhances learning.

08

Informational Plaque

Thea Award Recognition

Highlights the Storehouse's receipt of a Thea Award from the Themed Entertainment Association. This award confirms its status as a European reference in themed tours. The recognition underscores the quality of the experience. It is a point of pride for the venue.

💡 Winning a Thea Award is a significant achievement in the tourism industry. It validates the Storehouse's approach to visitor engagement. **International acclaim** boosts its reputation.

TIPS

Tips for a Perfect Visit

TIMING

Aim for a morning slot to avoid crowds, especially on weekends when school groups often arrive after 11:30 AM.

PARCOURS

Consider heading up quickly to the upper floors first, then coming back down, to find less crowded spaces for reading signs.

PAUSE

Use the Gravity Bar for a relaxed pause with a tasting, or step out to Temple Bar for lunch afterward.

AUDIOGUIDE

The audioguide is available in multiple languages and provides valuable context for the exhibits, enhancing the overall experience.

BILLET

Book online in advance to guarantee your time slot and skip physical queues, particularly during peak season.

PHOTO

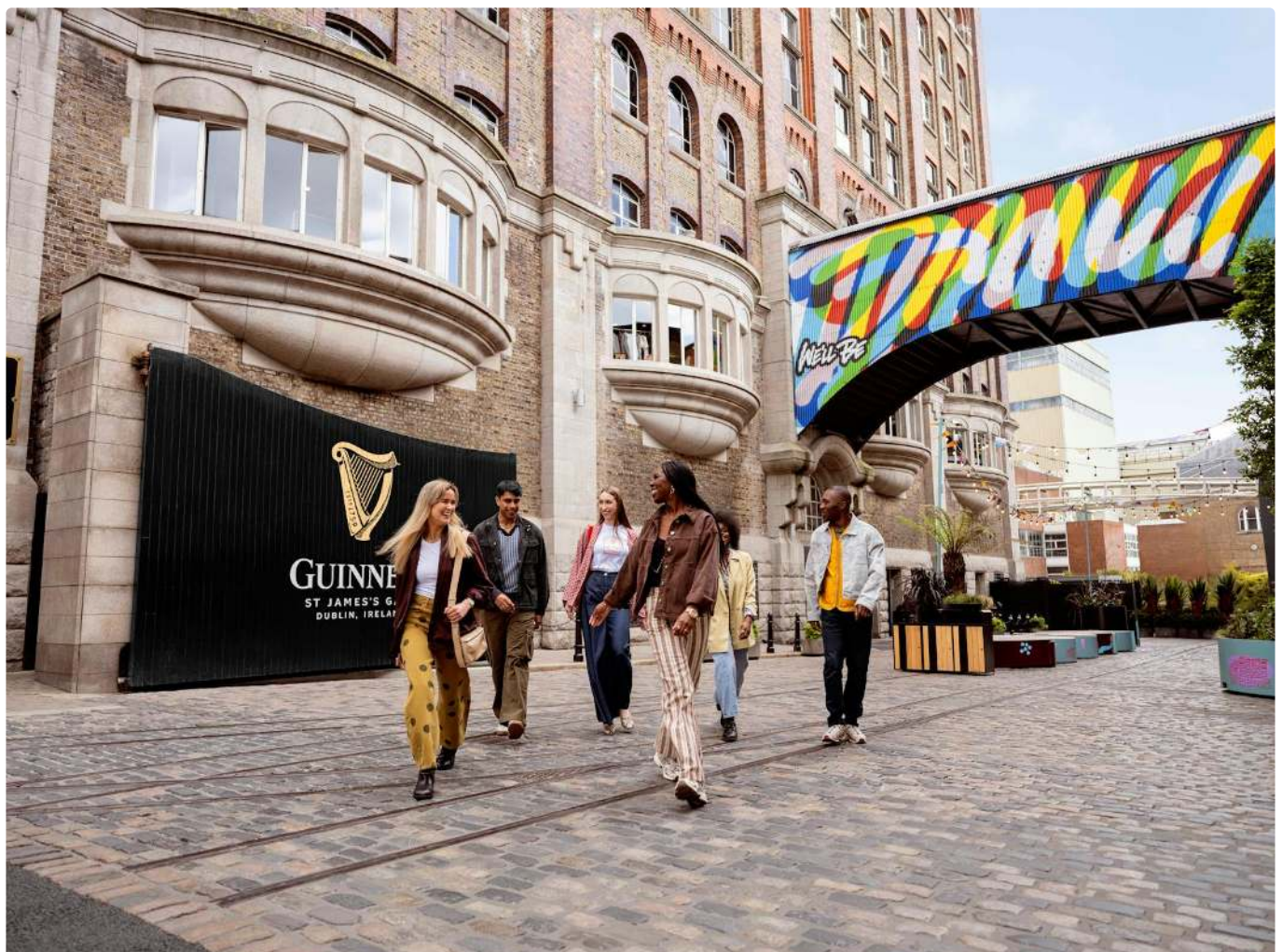
Capture the glass atrium during the day for optimal natural lighting, and save the best shots for the Gravity Bar view.

ENFANTS

The tour is suitable for children aged 6 and up, with interactive elements that keep them engaged throughout the visit.

CONFORT

Wear comfortable shoes for walking between floors, and use the free cloakroom at the entrance for coats or large bags.



FREQUENTLY ASKED QUESTIONS

FAQ

Do I need to book a ticket for the Guinness Storehouse?

Yes, online booking is highly recommended, especially during peak season and weekends. It guarantees your time slot and avoids long physical queues. Buy in advance to secure your visit.

Can I cancel or modify my booking?

The cancellation policy depends on the type of ticket purchased. Most standard tickets allow free cancellation up to 24 hours before the scheduled date. Always check the specific terms when purchasing.

Is there a current promotion?

Promotional offers may occasionally appear on the official website or via partners. We cannot guarantee a permanent discount. Regularly check the pricing page for the latest updates.

Which formula should I choose between standard and tasting?

Choose the Tasting formula if you want to taste the included beer. The standard formula covers the historical tour and access to the Gravity Bar. Compare the per-person price before deciding.

How long does the tour last?

Plan for approximately 2 hours for a complete and relaxed visit. This duration includes the guided tour across the seven floors and the time spent at the Gravity Bar. An express visit is possible but less immersive.

DID YOU KNOW?

Anecdotes & curiosities

The 9,000-Year Lease

Arthur Guinness signed a lease in 1759 that secured the St James's Gate site for nearly ten millennia. This extraordinary length of lease reflected his confidence in the future of the brewery. It also ensured stability for the business across generations. Today, the site remains a cornerstone of Dublin's identity.

Architectural Inspiration

The Storehouse's design was inspired by the shape of a pint of Guinness, creating a unique visual landmark. This choice was deliberate, aiming to connect the building directly to its product. The glass atrium allows light to flood the interior, enhancing the exhibits. It is a clever blend of form and function.

Thea Award Winner

The Guinness Storehouse received a Thea Award from the Themed Entertainment Association, recognizing its excellence in themed tourism. This award places it among the best attractions in Europe. It highlights the quality of the visitor experience and the attention to detail. Such recognition boosts its global reputation.

Evolution of Advertising

The intermediate floors showcase how beer advertising has changed over the centuries. Early ads were simple, focusing on price and availability. Modern campaigns use sophisticated visuals and digital media. This evolution reflects broader changes in society and consumer behavior. It offers a fascinating glimpse into commercial history.

AROUND THE MUSEUM

St James's Gate is perfectly positioned in the heart of Dublin City Center, making it easy to explore nearby attractions. Just a short walk away, **Trinity College** houses the famous Book of Kells, offering a profound cultural detour. For a spiritual break, **St Patrick's Cathedral** showcases stunning Gothic architecture and a magnificent organ. After your visit, stroll to the **Temple Bar District** for lively pubs and restaurants, or find peace in the greenery of St Stephen's Green. These locations provide a rich tapestry of experiences to complement your time at the Storehouse.



Leaving the Guinness Storehouse, you carry with you more than just memories; you hold a piece of Dublin's soul. The **Gravity Bar** view remains etched in your mind, a perfect encapsulation of the city's charm. This experience is not just a visit; it is a celebration of history, craft, and community that will stay with you long after you've left.