Dublin City Council Tourism Strategy 2023-2028

Dublin is the most important overseas tourism destination in the country and tourism is a central pillar of the city's economy. Dublin City Council recognises it plays a pivotal role in the ongoing development of the tourism industry for the City, but also as a driver for tourism nationally. We will use this responsibility to work to ensure that we expand our value proposition as we implement this tourism strategy for the City. In this strategy, we have widened the scope of who we believe the Dublin tourism experience should include, and created the mechanisms to ensure that many voices, neighbourhoods and activities have an active role in its implementation and success. This ambition is supported by the new Dublin City Council Development Plan 2023-2028.

Our Tourism Vision:

Dublin is a city where people, their places and the things they do are at the heart of a thriving and sustainable tourism offer. Visitors can include anyone, from anywhere, and **Tourism** in Dublin can happen anywhere and be about anything. **People** value tourism as an important part of our social, cultural, environmental and economic health and experience Dublin as a **safe** and **clean** city where all visitors can connect to its many people, places and stories.

Our Tourism Goals:

We have identified three goals that have shaped our tourism strategy.

Human: serves a people-centered and community-based growth agenda.

Sustainable: is proactive, accountable and measurable toward our climate goals.

Innovative: is future-facing, creative, collaborative and digitally-advanced.

Our Strategic Tourism Pillars:

We have identified the following six Strategic Tourism Pillars that will set the foundation for our new Tourism Strategy (2023-2028):

1. People
2. Places and Spaces
3. Culture
4. Climate Action and Sustainability
5. Innovation
6. Data and Insights

Context

In order to connect our tourism strategy to the UN Sustainable Development Goals and the 2030 agenda for Sustainable Development, we have tied each tourism pillar to a specific Sustainable Development Goal. The SDG's we have connected our Strategy to are SDG No 9 Industry, Innovation and Infrastructure; SDG No 11 Sustainable Cities and Communities; SDG 12 Sustainable Consumption and Production Patterns, SDG No 13 Climate Action and SDG No 17 Partnerships for the Goal. We have also adopted the UNWTO (United National World Tourism Organisation) definition of sustainable tourism to underpin this work.

People

We recognise that visitors can be anyone and from anywhere. We therefore need to widen the scope of who we believe the Dublin tourism experience is for and what that experience should look like. We will ensure that we will recognise the Dublin visitor as their own individual with their own motivations, requirements, culture and needs.

To achieve this, we will:

Define the Dublin visitor as a person who lives **locally or across the City region**, travels to the city from other counties and other countries. Their visit may be for multiple purposes and includes a diverse range of activities, events ,conferences, opportunities and experiences.

Recognise what visitors want to do and how they want to behave. Prioritise how that might be different for local, domestic and international visitors. And value them equally as participants and key components of Dublin's tourism offering**.**

Communicate Dublin and what it has to offer to everyone. Make definitive plans to target all types of visitor in a people-centred approach offering information and visiting opportunities via our own channels and in partnership with regional, national and international tourism agencies.

Facilitate the creation of a mixed tourism offer which reflects and highlights the breadth of culture across the City's neighbourhoods. Ensure that we are aware of, and respond to, the unique needs and interests of visitors.

How do we know we have succeeded?

We have gathered and analysed Dublin visitor data from across our tourism activities and have made it available internally and externally.

We have conducted research and visitor feedback surveys that support us learning and understanding more about visitor behaviour, expectations, needs and interests.

We have increased local and visitor messaging on our information and marketing channels, grown our audience reach and we have supported and strengthened our visitor experience brand, both at home and overseas by collaborating with tourism marketing agencies and bodies.

We have encouraged **locals and domestic visitors** to feel more connected with our offering and feel confident to undertake first time and repeat visits to our city through dedicated events, activations, public realm animation and experience development.

We have introduced dedicated **value based and loyalty** initiatives which promote and encourage the development and success of free and value for money visitor experiences, events and activities within the city for **local and domestic visitors**.

Places and Spaces

We recognise that tourism in Dublin happens in a variety of places and spaces and that we play a key role in facilitating the design, development, management, **presentation and cleanliness** of the buildings, venues, **streets** and neighborhoods that make up the Dublin visitor experience. We will ensure visitor infrastructure and services under our remit create and foster interesting, accessible, sustainable and inclusive facilities and experiences for both visitors and locals alike.

To achieve this, we will:

Improve the accessibility of tourism infrastructure to recognise the access needs of all visitors to our city.

Develop and conserve a range of cultural, social, heritage, **recreational and sporting** amenities and spaces, neighbourhoods and communities across the City and support mechanisms to encourage visitors to these diverse, and uniquely diverse, experiences. We will continue to create and establish spaces in which visitors and locals can come together under a universal experience and make sure people are represented, so that we have tourism offers for all types of visitors.

Ensure there is a balance between the future demand for visitor infrastructure and the need to maintain local character and communities within the development and planning decisions for tourism amenities and facilities as specified in Chapter 15: Development Standards (Section 15.14.1) DCC Development Plan 2023-2028.

Partner and collaborate across departments and externally with public groups, authorities, institutions and private companies, to facilitate the ongoing upgrading, enhancement, **presentation**, **safety and cleanliness** of infrastructure, **streets, parks** and venues where visitor experiences happen. We will help facilitate the design and creation of world class visitor infrastructure and experiences in Dublin City. We will facilitate the development and success of Dublin Destination Experience Development Plans and the Tourism Plans of our Dublin Region Local Authority partners.

How do we know we have succeeded?

We have developed accessible tourism infrastructure, and sought evidence through qualitative feedback from visitors and in line with existing building regulations and best practice standards as per existing Dublin City Council Development Standards (15.4.4 Inclusivity and Accessibility).

We have helped to develop a range of cultural, social, heritage, **recreational and sporting** offers which orientate and distribute visitors throughout the width and breadth of the city and we have established metrics to understand and evaluate this visitor flow.

Measure the outcomes of planning applications for visitor infrastructure and proposed mix use of any proposed development in relation to the effect on local character and communities.

We have created an audit of upgraded and enhanced visitor experiences, attractions, activities, and venues achieved in the period. We have established qualitative and quantitative metrics to understand and evaluate the impact of this work.

Culture

We recognise that for the Dublin visitor, culture can mean anything. We see enormous opportunities in all of Dublin's culture, of our cultural spaces and places, artists and makers, **sports** and cultural people, both emerging and internationally renowned.

We want to share with visitors the many local stories and diverse voices of the city, ensuring we protect and capitalise on our cultural heritage, as well as local potential, creativity and connection, to generate unexpected and emotional responses from visitors that differentiates us from other destinations.

To achieve this, we will:

Value places and spaces where culture is experienced, participated in, showcased, exhibited, learned or made, alongside visitors.

Ensure that our tourism actions and outcomes support Dublin City Council's Culture Strategy.

Establish forums which facilitate governance of culture and tourism, bringing new user groups and perspectives from throughout the city into the existing tourism dialogue and decision making process.

Seek to reinvest economic gains from tourism into a sustainable cultural ecosystem which will continue to promote the institutions, local authority, locals, visitors, stories, initiatives and neighbourhoods which already exist within the City.

How do we know we have succeeded?

We have facilitated the growth of a range of events, conferences, festivals and activities available for people to participate in, that responds to Dublin's evolving cultural offering, including the night time economy.

We have created and costed the action plan and evaluation framework and linked it to actions outlined in the Cultural Strategy.

We have created a tourism forum which meets regularly to listen to a broad range of tourism partners. The Forum will create an action plan to cost and implement its recommendations.

We can prove that an increased investment has been made into cultural and tourism infrastructure and services based on an established baseline.

Climate Action and Sustainability

We recognise that enabling a more sustainable tourism industry is a key action toward achieving the goals of our National Climate Action Plan. We will also ensure that our tourism ambitions serve the broader climate aims and obligations within Dublin's City Development Plan 2023-2028, which are to develop a city that is: low carbon, sustainable, and climate resilient.

To achieve this, we will:

Embed the UN Sustainable Development Goals and the UNWTO Sustainable Tourism definition within our tourism development strategies and frameworks. Dublin will become the first Irish City signatory of the UN Glasgow Declaration on Sustainable Tourism development which will create a structured road map and reference point for achieving our sustainable tourism goals.

Prioritise our new tourism initiatives towards **locals and domestic visitors**, which will have a lower environmental impact and distribute visitors throughout the breadth of the city.

Implement the Local Authority actions of the new National Tourism Policy 2023-2033.

Promote the success of existing sustainable tourism experiences, **parks**, venues and sustainable visitor movement and transport options. We will work toward recognised sustainability accreditation for Dublin City Council operated venues and visitor experiences reducing the carbon footprint of our tourism spaces in Dublin City.

How do we know we have succeeded?

We have made meaningful progress in reducing our tourism carbon footprint in line with our climate objectives and goals as stated in the Dublin City Development Plan 2022-2028.

We have created new tourism initiatives to attract a mix of **local and domestic visitors** with the least impact on the environment and city resources.

We have increased promotion of our sustainable tourism products, **such as our UNESCO Bay Biosphere as well as sustainable experiences and modes of transport** through cooperation with national tourism and transport agencies and international tourism marketing bodies.

We have certified all of our cultural venues and visitor experiences with a recognisable and standardised sustainable tourism accreditation.

Innovation

We recognise the enormous opportunity to blend our expertise in technology, culture and tourism to build a more future facing offer in Dublin. We will be a test-bed for innovation within the tourism industry in Dublin, ultimately creating more and better experiences for visitors.

To achieve this, we will:

Facilitate the development of world class innovative experiences, products and services for the visitors who enjoy our city.

Lead in the advocacy of innovative visitor experience development in tourism in Dublin through testing and trialling new ideas and approaches.

Collaborate, share and learn with leading national, international and European destinations through Dublin's established networks.

Support the Smart Tourism Programme for Dublin and the European Smart Destinations Group within the Dublin City Tourism Unit to grow and promote innovation within the tourism offer of the City.

How do we know we have succeeded?

We have created a variety of innovative experiences throughout the city which demonstrate best practice.

We have shared what we do and presented the successes and the failures in a bid to learn from what we do.

We have continued to be recognised as a world leading innovative destination through networks of our peers.

We have proven the success and value of the Smart Tourism Programme, local and European, by working on tourism offers, existing and new, within City Council owned projects and infrastructure.

Data and Insights

We recognise that we need robust data on the economic, social and sustainability impact of our work in the City. Our data should be comprehensive, timely and comparable and enable the setting of wide-ranging targets to support policy objective delivery and competitive benchmarking.

To achieve this, we will:

Develop new data insights to strengthen our understanding of visitors and residential experiences both positive and negative.

Support our destination stakeholders and decision makers with real time high value data and insights.

Establish insights to measure tourism beyond its economic impact to include social, cultural, and environmental impact.

Improve what we do so that we can share and learn best practices with our partners on the European Tourism Data Collaboration group and Mentorship programme.

How do we know we have succeeded?

We have led and supported Dublin and nation-wide acquisition and procurement of new tourism data sources to create economies of scale in relation to data acquisition.

We have developed new and shared tourism data platforms that allow multiple partners to avail of better tourism information.

We have supported new tourism data insights which measure social, cultural and environmental and economic impact.

We have continued to contribute to the National and European dialogue of tourism data development through initiatives such as the European Tourism Data Mentorship Programme.