

Tourism Working Group

The tourism working group established under the Economic and Enterprise SPC continues its work to inform, advise and keep members of the SPC updated on tourism policy, issues and actions in the city.

The group's work includes the identification of, and research into barriers to tourism growth and development in the city in order to support and assist City Council, Failte Ireland and/or others in devising resolutions through policy and actions

One key area the group is focussing on is the visitor accommodation shortage in the city. The recent Fitzpatrick report commissioned by Failte Ireland confirms the shortage to be particularly acute in the short term. The low supply with increased demand leads to price increase and reduced competitiveness. The city competes with other cities around the world and a loss of competitiveness will reduce the cities market share. A weakening sterling arising from Brexit will exacerbate the reduced competitiveness of the city for one of its major markets – the UK - further underlining the importance of mitigating the impact of the shortage of hotel accommodation.

The group is also looking at the City's opportunities for growth. Dublin Port has made a presentation to the group outlining its planned development of the Port to increase and grow cruise tourism to the city. The presentation included Cruise Dublin's marketing plan and the plan to promote and develop Dublin as a 'home port' in the future.

The working group has also had a presentation on the status of the Dublin initiative and its planned development. A presentation on Failte Ireland's Dublin strategy including the economic impact of tourism events in the city and the marketing strategy is scheduled for the next meeting.

The group is requesting details and update on the College Green 'City Centre Public Realm masterplan' with a view to determining if there is a tourism impact that needs consideration.

The Economic Development and Enterprise SPC initiative on Brexit was welcomed by the tourism industry. There was a strong tourism representation including ITIC (Irish Tourist Industry Confederation), IHF (Irish Hotels Federation), Irish Restaurants Association, the Incoming Tour Operator Association and the Temple Bar Business Association. This proactive engagement of DCC through the SPC with industry (in particular the tourism industry) was considered a very positive move and would indicate that this initiative should be developed further.

DB 16/7/2016