



**NOTIFICATION TO ATTEND MEETING OF THE ECONOMIC DEVELOPMENT AND
ENTERPRISE SPC**

TO BE HELD IN THE COUNCIL CHAMBER, CITY HALL, DAME STREET, DUBLIN 2.,

ON TUESDAY, 22 MARCH 2016 AT 3.30 PM

AGENDA

TUESDAY, 22 MARCH 2016

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Strategic Policy Committee (SPC) Economic Development & Enterprise

Meeting held on Tuesday 2nd February 2016 at 15.30pm

In the Council Chambers, City Hall, Dublin 2

Members Present:

Cllr. Paul McAuliffe (Chair), Cllr. Alison Gilliland, Cllr. Deirdre Heney, Cllr. Gaye Fagan, Cllr. Noeleen Reilly, Cllr. Paddy Bourke, Cllr. Greg Kelly, Ms. Denise Brophy, Ms. Evanne Kilmurray.

Officials:

Brendan Kenny, Assistant Chief Executive, Culture, Community, Economic and Emergency.

Mary Mac Sweeney, Senior Executive Officer, LEO Dublin City.

Steven O’Gara, Staff Officer, LEO Dublin City.

Bryan Coughlan, Assistant Staff Officer, LEO Dublin City.

Alan McDonnell, Assistant Staff Officer, LEO Dublin City

Anthony McGuinness, Web Technician, Dublin.ie

Robert Hughes, Staff Officer, Dublin.ie

Peter Dee, Senior Staff Officer, Dublin.ie

Minutes:

1. Ms. Evanne Kilmurray presented an update to the committee on the work of Inner City Enterprise (ICE). She highlighted the work done to promote Social Enterprise and the first Social Enterprise Awards, supported through DCC funding, held in 2015. A video was presented showcasing the 4 Social Enterprise Award winners funded through ICE (Domegrown, Ecomattress, Walkinstown Green Café and Triftify) and their positive impact on the community. The Social Enterprise Awards will be held again in 2016 with funding from DCC.

The work of ICE was commended by the committee members present. Chairman Cllr. Paul McAuliffe asked the Manager to examine how waste management could assist Ecomattress in sourcing mattresses for their business and the Manager confirmed that this has already been arranged.

2. Chairman Cllr. Paul McAuliffe asked if there were any matters arising from the SPC meeting of 22nd of October 2015. The minutes of that meeting were adopted and there were no further matters arising for today’s meeting.

3. Mary MacSweeney, SEO LEO Dublin City, presented on the current work of the LEO updating on the LECP, FDI survey, Dublin Economic Monitor Q4 2016, Grangegorman development committee, Dublin.ie, Design4growth, Showcase, Enterprise Week and Employment Survey.

Denise Brophy, Dublinia Ltd, enquired about funding levels for LEO Dublin City for 2016. Ms. MacSweeney confirmed that the 2016 funding did not deviate significantly from the 2015 levels and that national funding did not reflect the higher populations in certain counties. Ms. Brophy highlighted that this was unsatisfactory as Dublin City had the higher proportion of business start ups.

Chairman Cllr. Paul McAuliffe thanked Ms. Mac Sweeney for a comprehensive overview of the work of LEO and a discussion took place about the Dublin Economic Monitor. It was thought that the limited exposure of recent quarterly launches for the Dublin Economic Monitor led to a situation where the monitor is not as talked about as would be expected for a publication of its importance.

Ms. Brophy asked if future publications of the Dublin Economic Monitor could include a metric on the capacity of the accommodation stock in Dublin to facilitate tourist visits.

Chairman Cllr. Paul McAuliffe also asked for the DCC branding to be increased in relation to the Design4Growth programme.

4. Mr. Anthony McGuinness gave a presentation on the impending re-launch of the Dublin.ie brand and website, the function of which is to promote Dublin to a national and international audience. The site focuses on the three themes of living, working and learning in Dublin.

The Committee commended the Dublin.ie team on their work and what they have achieved to date. Cllr. Paddy Bourke asked for clarification on the function of the AT branding and the Dublin.ie team as the lead for the project. Mr. Robert Hughes clarified the role of the team. Cllr. Bourke highlighted the importance of international relations and identified Liverpool as a key partner.

5. Chairman Cllr. Paul McAuliffe outlined some of the recent changes to the role and function of the Economic Development & Enterprise SPC including the addition of casual trading, Markets & Tourism. International Relations will report to the Planning SPC.

However, Chairman Cllr. Paul McAuliffe, felt that there should be some contact between the two SPC's in relation to the International Relations & Tourism function and asked if anyone would like to volunteer as a raconteur.

Cllr. Paddy Bourke volunteered for this role.

Ms. Denise Brophy proposed that Eoghan O'Mara, Chief Executive of the Irish Tourist Industry Confederation would present to the committee on the economic impact of tourism at the next meeting. This was agreed to by the committee.

6. The next meeting was confirmed for 22nd March 2016.

Economic Development and Enterprise Strategic Policy Committee

MANAGEMENT UPDATE

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Economic Development

1. Dublin City Local Economic and Community Plan (LECP) – 2016 -2021

The LECP was agreed at the December 2015 monthly Dublin City Council meeting. Work has commenced on delivering on the 90 Economic Actions contained in the plan and in developing future actions for 2017. The Chairs of each of the relevant SPC's have been notified of the Goals and Objectives that relate to their work and the LECP will become an agenda item for their meetings. A report will be made to today's meeting with regard to this. The LECP document will be published and a launch will be arranged.

2. European Cities and Regions of the Future 2016/2017

In existence for more than a decade, fDi Magazine's biennial league tables of the most attractive locations in Europe for future inward investment have become a key benchmark of FDI competitiveness across the region. The survey on FDI's European Cities and Regions of the future was completed by Economic Development staff resulting in a very positive ranking for Dublin as a city and as a region. Dublin city is ranked overall as third out of the top 25 European Cities of the future and the Dublin Region is ranked overall as fifth out of the top 25 European Regions of the Future. An article was published in the FDI supplement of the Financial Times and articles were published in the Irish Independent and the Herald focussing on FDI in Dublin in March. An award ceremony was held in Cannes on 15th March 2016 where Dublin city and Dublin region was presented with the following 11 awards.

| Category of Award | Ranking |
|-----------------------------------------------------------|----------------------------------------------------|
| 1. Small European Regions of the Future - Overall | Winner - Dublin Region |
| 2. Small Regions – Best for Economic Potential | Winner - Dublin Region |
| 3. Small Regions – Best for Business Friendliness | Winner - Dublin Region |
| 4. Northern European Regions – Overall | Dublin Region ranked 2 nd out of Top 10 |
| 5. Northern European Cities – Overall | Dublin ranked 2 nd out of Top 10 |
| 6. Major European Cities – Best for Business Friendliness | Dublin ranked 2 nd out of Top 10 |
| 7. Major European Cities – Overall | Dublin ranked 3 rd out of Top 10 |
| 8. Major European Cities – Best for FDI Strategy | Dublin ranked 4 th out of Top 10 |
| 9. Major European Cities – Best for Economic Potential | Dublin ranked 3 rd out of Top 10 |
| 10. Overall European Regions | Dublin Region ranked 5 th out of Top 25 |
| 11. Overall European Cities | Dublin ranked 3 rd out of Top 25 |

3. Dublin Economic Monitor

South Dublin Local Enterprise Office launched the January 2016 quarterly edition of the Dublin Economic Monitor on the 28th January in Tallaght IT. Dublin city will launch the second quarterly edition in April 2016. Economic Development staff will work closely with Jamie Cudden and the contributors in the production of the next edition of the monitor.

4. Grangegorman Development – Business and Enterprise Sub-Committee

Mary Mac Sweeney has joined the Business and Enterprise Sub-Committee. The first meeting of the group was held on Monday 14th March 2016.

5. St James Hospital Enterprise Sub Committee

Greg Swift is a member of the St James Hospital Enterprise Sub Committee

6. Dublin.ie

The Dublin.ie team gave a presentation to the members of the SPC at the 2nd February meeting, setting out how the site is designed to act as a springboard for the ideas and creativity of the people of Dublin. The Dublin.ie website went live on the 11th March 2016 and has received a very favourable response on twitter and facebook. The branding commissioned for the site is strong and assists in ensuring the positive impact of the site on those living, working and visiting Dublin. A tendering process is being arranged to commission editorial content. The site is supported by the members of Activating Dublin, with particular input from RTE Digital and from the Dublin Chamber. A mural showcasing the sites branding has been commissioned at Busyfeet & Coco coffee shop and a digital marketing campaign will commence shortly. City banners and signage will also be utilised to raise awareness of this site and all it has to offer. Below are some examples of the initial response to the site.

“First impressions: best all-in-one Dublin resource, already recommending it to my friends”

“Really liked the site right from the first few clicks”

“Brilliant website dublin.ie #dublin is looking fantastic”

Action Plan for Jobs – Dublin Regional Action Plan

The Dublin Regional Action Plan for Jobs was launched by Minister Richard Bruton T.D. Minister for Jobs, Enterprise and Innovation on Monday 25th January 2016. The Regional Action Plan sets out a series of actions to be taken by named organisations. A number of actions are to be led by or supported by the four Dublin Local Authorities and the Local Enterprise Offices. These actions are designed to support job creation in the Dublin region.

The Plan recognises that the Dublin region has a key role to play, not only in terms of contributing to our national ambition, but also in terms of driving sustainable growth and job creation. It also notes that Dublin has successfully competed with other cities globally for investment and talent and that Dublin has punched above its weight over the past decades as a relatively small city in a global context

In addition the plan highlights that Dublin is not homogenous, and could best be described as a city of villages with areas throughout the Dublin region that boast different characteristics, sectoral strengths, skills and potential. It also refers to Dublin both in the national context and in terms of how it is positioned in an international context and perceived from an external perspective.

Measuring success

The following metrics have been incorporated in actions set out above where relevant. They are summarised here for ease of reference.

By 2020, the Regional Action Plan for Jobs aims to:

- ♣ Have 66,000 more people in employment and reach an unemployment rate of 6 percent ;
- ♣ increase the number of start-ups in the region by a minimum of 25 percent;
- ♣ increase the survival rate of start-ups in the first five years by a minimum of 25 percent;
- ♣ deliver a minimum of 430 FDI investments for Dublin over the period 2015-2019;
- ♣ improve the capacity of Irish owned agency supported enterprises to grow to scale by a minimum of 30 per cent across a number of turnover thresholds;

- ♣ increase RD&I performance within enterprises, with an increase: of 20 percent in RD&I expenditure in foreign owned entities (by 2019); of 20 percent in numbers of Irish owned enterprises engaging in RD&I activities; and more collaborative activity involving enterprises and state funded research institutes, delivering at least one third more collaborations and seeding intensified clustering activities;
- ♣ double enterprise investment in training and up-skilling for employees;
- ♣ deliver a 7 percent increase year on year in visitor numbers to reach 6.2 million; and
- ♣ achieve a doubling of spend by visitors to reach a total of €2.5 billion⁵ .

The plan sets out a number of actions that have been assigned to Dublin City Council, the four Dublin Local Authorities or the four Dublin Local Enterprise Offices. It also references actions to be undertaken by Smart Cities,

Implementation Committee

Progress on the actions will be monitored on a 6 monthly basis by an Implementation Committee, and Progress Reports on the implementation of the Plan will be published twice each year.

Communications

The Dublin Regional Action Plan is a live initiative and sets out a rolling agenda that will be sustained beyond the timescale captured in the document.



<https://www.djei.ie/en/Publications/Publication-files/Action-Plan-for-Jobs-Dublin-2016-2018.pdf>

Local Enterprise Office

1. Local Enterprise Development Plan 2016

The Local Enterprise Development Plan for Dublin City Economic Development and Enterprise Office is in the final stages of preparation. This document provides information on the supports provided to micro-enterprises and start up businesses in 2015 and sets out the targets to be reached in 2016 in key areas. When finalised a copy of this documents will be circulated to members of this SPC.

2. Design4Growth

The Design4Growth project has now progressed to Stage 2. Sixteen micro enterprises are working directly with a Design Strategist who will assist them in examining ways that the implementation of design thinking and solutions can strengthen their business. The Senior Design Strategist, Toby Scott is working closely with the panel of seven Design Strategist. Together they delivered a workshop to 40 businesses on the 26th January 2016 in the Wood Quay Venue focussing on how the use of design could assist in addressing business challenges and providing details on how to apply for a Design Voucher valued at €2,500. 21 businesses applied to progress to Stage 2 and following a selection process 16 companies were selected. The initiative is a collaboration between City Architects, the Dublin Local Enterprise Offices and the Crafts and Design Council of Ireland. The delivery of this programme is one of the objectives detailed in the Dublin Region Action Plan for Jobs.



3. Showcase

An Enterprise Zone supported by the Local Enterprise Offices was arranged as part of Showcase 2016 in the RDS (January 23rd to January 27th). Dublin City's Local Enterprise Office supported the following five craft businesses who took part in the Enterprise Zone.

1. [Wild By Water](#)
2. [Aria-V Jewellery](#)
3. [Lorna Gaffney White Design](#)
4. [LouLouBelle Design](#)
5. [Lainey K](#)



Minister Bruton at Showcase 2016 in the RDS in the Enterprise Hub (25th Jan 2016) with LEO Dublin City clients and Greg Swift, Head of Enterprise Dublin City.

4. Local Enterprise Week – 7th to 13th March 2016

An action packed and varied programme of events was assembled and promoted by staff in the Local Enterprise Office for Enterprise Week. The Lord Mayor launched the programme of events on the 7th March in the Wood Quay Venue. Over 300 people attended various events throughout the week designed to support start ups and newly established businesses. Each event focussed on a differnt key issues such as finance, networking, mentoring, enterprise space, use of social-media and getting your business started. A wide range of speakers contributed to making it an exciting and engaging week of activities.



Brendan Kenny, Assistant Chief Executive, Ardmhéara/Lord Mayor, Criona Ní Dhálaigh and Greg Swift, Head of Economic Development and Enterprise at launch of Enterprise Week

5. National Enterprise Awards 2016

The Lord Mayor announced Nobó Limited as the winners of the Dublin City Enterprise Award. Nobó is a health food brand that launched Irelands first dairy free ice cream into the Irish market in 2014, and now supplies overy 800 stores throughout Ireland, UK and UAE. Nobó will represent Dublin City at the National Enterprise Awards Finals, which will be held on the 9th June 2016 in the Aviva Stadium.

In addition to enjoying extensive media coverage, Nobó as national finalists will compete for a €20,000 prize fund.



Brian Nolan, Rachel Nolan of Nobó receiving the award from Ardmhéara/Lord Mayor, Criona Ni Dhálaigh

6. Annual Student Enterprise Awards

The annual Student Enterprise Awards took place in March 2016, run by the 31 Local Enterprise Offices. The award encourages and enables students to get a taste for running a business and to develop an entrepreneurial mind-set. This year, the national competition set out to build upon the 17,000 teenage entrepreneurs and 370 secondary schools who partook in 2015.

The Dublin City finals were held in the Printworks, Dublin Castle, on the 15th of March. Co-ordinated by the Local Enterprise Office Dublin City, the competition is the most successful student enterprise programme of its kind with over 1,600 students involved in this year's programme. The Minister for Jobs, Enterprise and Innovation, Mr Richard Bruton T.D. and Councillor Daithi Doolan were among the special guests.

Since the programme was launched last September, the budding entrepreneurs have been running their own enterprises and learning about the world of business, with the help of their teachers and programme organisers.

The Dublin city winners were chosen across three categories; senior level, intermediate level and junior level, and will now move forward to the National Finals that take place in Croke Park on the 20th of April.

| Category | Winners Student Enterprise Awards Dublin City 2016 |
|-----------------------|------------------------------------------------------|
| Junior Category | “Dainty Doors” from St. Dominic’s College, Cabra |
| Intermediate Category | “Easicardz” from Terenure College, Templeogue Road |
| Senior Category | “FenuHealth” from Loreto College, St. Stephens Green |



Students from Assumption Secondary School – SS & Co at the City finals of the student Enterprise Awards 2016

7. Annual Employment Survey – 2015

LEO Dublin City carried out an Annual Employment survey in 2015 and recorded a client company base of 288 with a total of 1,680 people employed. This translates to a net increase of 380 LEO Dublin City supported jobs in 2015.

8. Grant Applications

In 2015, LEO Dublin City approved 57 businesses for grant funding to a (gross) total value of €1,024,654 (in grant and refundable aid funding), comprising of €699,293 in grant aid and a further €331,361 in re-fundable aid. Refundable aid is financial assistance that is due to be paid back by the businesses. The creation of 99 jobs will be directly supported through this funding, with the potential of additional further jobs that will be monitored over the coming years. The grant approvals last year were made up of 17 feasibility study grants, 31 business priming grants and 9 business expansion grants.

In 2016 the members of the Evaluation Committee have met on two occasions to date on the 28th January and the 3rd March to make decisions on grant applications. An advert has been placed in the newspaper to invite applications to form a panel to fill vacancies existing and arising on the Evaluation Committee.

On-line Grant Application Process

A tendering process is underway to provide an on-line grant application process for Local Enterprise Grants, along with other grants provided by Dublin City Council. It is hoped to have the on-line system in place later on this year.

9. Mentor Panel

A panel has been formed comprising of 50 mentors who have a broad range of business knowledge and experience who are available to work with clients of the LEO office. A briefing and training workshop was held with the panel members on Thursday 21st January 2016 in the Morrison Hotel. Mentoring sessions are booked through the LEO website. Feedback has been very positive about the powerful role that mentoring plays in assisting individuals who are starting or scaling a business.

10. LEO e-zine

The LEO e-zine promoting events and providing information on supports offered by the LEO office is circulated to approximately 10,000 people by e-mail. The e-zine is a valuable promotional tool for the range of events provided to businesses in the city.

11. Training Programme 2016

2015 was a very busy year for training in LEO Dublin City. 79 different courses and workshops were delivered, including Start Your Own Business courses, Accelerate, Hi Start, up-skilling workshops, half day training modules, seminars and management programmes, to 2010 participants. The gender breakdown on this training was 753 males and 1,257 female participants.

Quarter 2 of the 2016 training programme is currently available for booking on the LEO website. There has been a strong response to the variety of courses on offer. The courses are designed to assist individuals, who want to set up business and build skills and knowledge on a wide range of topics, that are critical for start up and scaling microenterprises.

The following are the targets set for training in 2016

- **Start Your Own Business (SYOB) and Kick-Start Your Own Food Business** - 17 programmes , 240 participants
- **Business Training Modules:** 20 sessions of 4 hour training courses across various topics including, social media, finance and management development. Participants limited to 20 per class to maximise participation.
- **Accelerate Programme:** 2 Regional programmes including 1 Dublin City led programme, 6 Dublin city clients.
- **Food Academy** in partnership with other Dublin LEOs, Bord Bia and SuperValu 14 Participants
- **Hi-Start:** 1 Dublin Regional Programme with 2 participants from Dublin City with focus on escalating process of transferring potential start ups to Enterprise Ireland High Potential Start Up portfolio
- **Export Awareness Initiatives:** LEO Dublin City will pilot an export awareness initiative and will also be involved in 4 regional European Enterprise Network events, hosting one.
- **Craft Sector workshops:** 2 programmes with 20 participants from Dublin City
- **Start-Up Training:** The Larkin Unemployed Centre, with support from LEO Dublin City, will provide start up training to unemployed start-ups - 120 participants

12. Trading Online Vouchers

The trading online scheme is a very practical way to assist businesses to understand the value of trading on line and to gain financial assistance to establish or improve their on line business presence. Our target is to approve 88 Trading Online Vouchers (TOVs) in 2016. This scheme is a joint initiative between the Department of Communications, Energy & Natural Resources (DCENR) and the LEO networks, designed to increase the number of businesses trading online. Last year, LEO Dublin City approved 89 TOVs with a total value of €207,985.

13. Micro-Finance Ireland Loans to

LEO Dublin City aims to support 30 businesses in applying for loan funding from Micro-Finance Ireland (MFI) through facilitating the completion of applications by our office in 2016. These are loans of a value between €2,000 and €25,000, with flexible repayments of between 3 and 5 years and LEO Clients applying for MFI support can avail of a reduced interest rate of 7.8% (from 8.8%). In 2015, 20 applications were made through LEO Dublin City. 14 of these were successful with a combined to a total value of €204,500.



14. Access to Dedicated Business Networks:

- **Women in Business Network:** 8 events – 240 participants
- **PLATO Dublin:** 18 month programme 5 groups
- **Dublin Food Chain,** 1300 members x 2 events (January Food Producer Showcase)
- **Start Your Own Business Network:** This network works with clients who have completed the SYOB course and provides speakers and mentoring to assist them in putting their ideas into action.
- Supporting Dublin City businesses to access and maximise use of national and international networks, including the **Enterprise Europe Network**
- Support 20 businesses in attending exhibitions and seminars via the **Export Grant** scheme
- Support a **Creative Industries Networking Event** will to be held in 2016

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Leading our tourist Industry



**Eoghan O'Mara Walsh
Chief Executive**

Irish Tourist Industry Confederation

***Economic Impact to Dublin of Tourism
March 2016***



Presentation summary

- Current performance of Irish tourism
- Importance of tourism to Dublin
- New tourism brand & 2020 targets
- Obstacles to growth
- Dublin's hotel shortage
- Dublin City Council & tourism

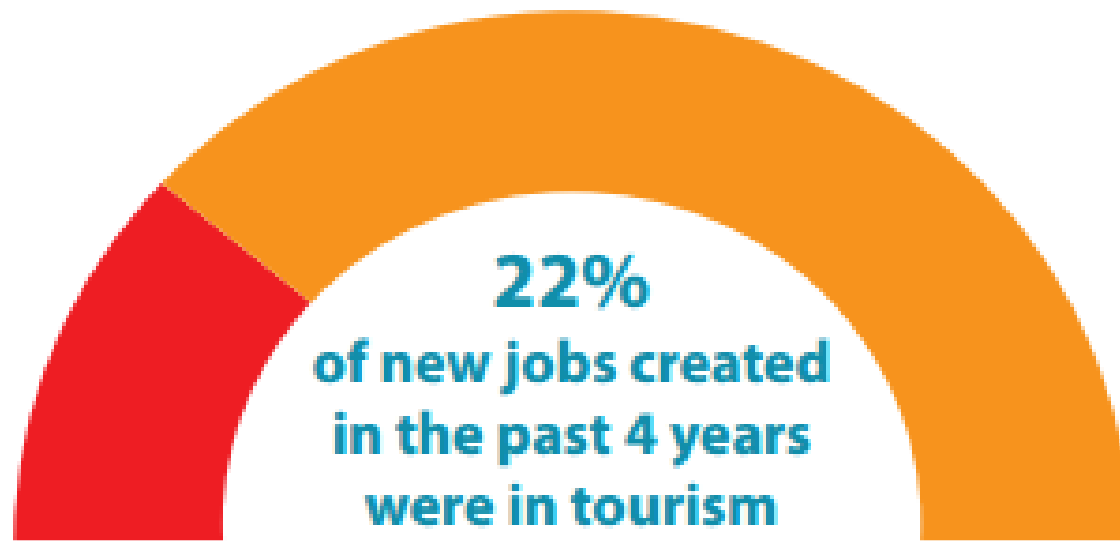
itjc

Why tourism matters – national context

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| | |
|-----------------------------------------|--------------|
| Value of out-of-state tourism in 2015 | €5.7 billion |
| Value of domestic tourism in 2015 | €1.6 billion |
| Total value of tourism earnings in 2015 | €7.3 billion |
| Growth in export earnings since 2011 | +46% |
| Jobs created since 2011 | 30,000 |

Sources: CSO & Fáilte Ireland



Fundamental to Dublin economy

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Dublin performance 2015*

6.68 million visitors

€1.95 billion spend

+14% year-on-year increase

*ITIC estimates for 2015 based on latest CSO and Fáilte Ireland data

Where do visitors to Dublin come from?

4.7 million +

international visitors to Dublin

1.98 million

domestic visitors to Dublin

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- 1.95m from Europe
- 1.4m from Great Britain
- 970k from North America
- 380k from long-haul markets

- 1.54m from Republic
- 440k from Northern Ireland

Top 3 attractions in Dublin



Characteristics of overseas holidaymakers to Dublin

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75% on first visit to Ireland

67% stay in hotels

41% aged 19-34 years

40% travel as a couple

*18% visited Dublin's coastal villages,
Dalkey and Howth were most popular*

✓ *77% found value for money good/very good*

✓ *90% rated Dublin's friendliness as very good*

✓ *97% rated sense of safety and security as good/very good*

New tourism brand for Dublin

- Developed by Grow Dublin Tourism Alliance
 - Collaboration of Fáilte Ireland, Dublin local authorities and tourism industry
- Brand proposition:

‘Dublin is the vibrant capital city bursting with a variety of surprising experiences – where city living thrives side by side with the natural outdoors.’

New brand identity – launched October 2015

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Public Private Approach

- New Dublin tourism brand launched October 2015
- Funded by partnership
 - Fáilte Ireland
 - Dublin local authorities
 - Dublin tourism industry
- €1m committed initial phase October-December 2015
- €2m-€3m committed for 2016

Tourism targets for Dublin by 2020

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| SUMMARY TABLE | |
|-----------------------------------------|---------------|
| Growth in overseas spending (% pa) | 8.6 |
| Growth in employment (000s, cumulative) | 7.6 |
| Growth in employment (% pa) | 19,600 |
| Additional Tax Revenue | €775 million |
| Additional Overseas Revenue | €1.19 billion |

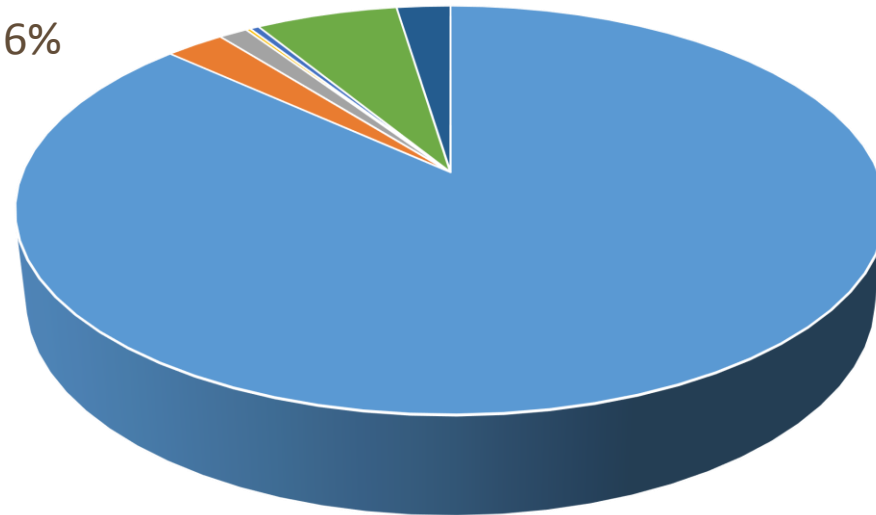
Dublin's hotel shortage – impediment to growth

- Significant Dublin hotel shortage to meet projected demand
- Need for circa 8,000 new bedrooms by 2020
- Static supply as demand increases
 - Upward pressure on prices
 - Risk that Dublin loses competitiveness
 - Average rate per room 2015: €113
 - Now at European average
 - Rates back to 2006 high
- Urgent need to create environment for new hotel developments

Capacity problems – Dublin hotels

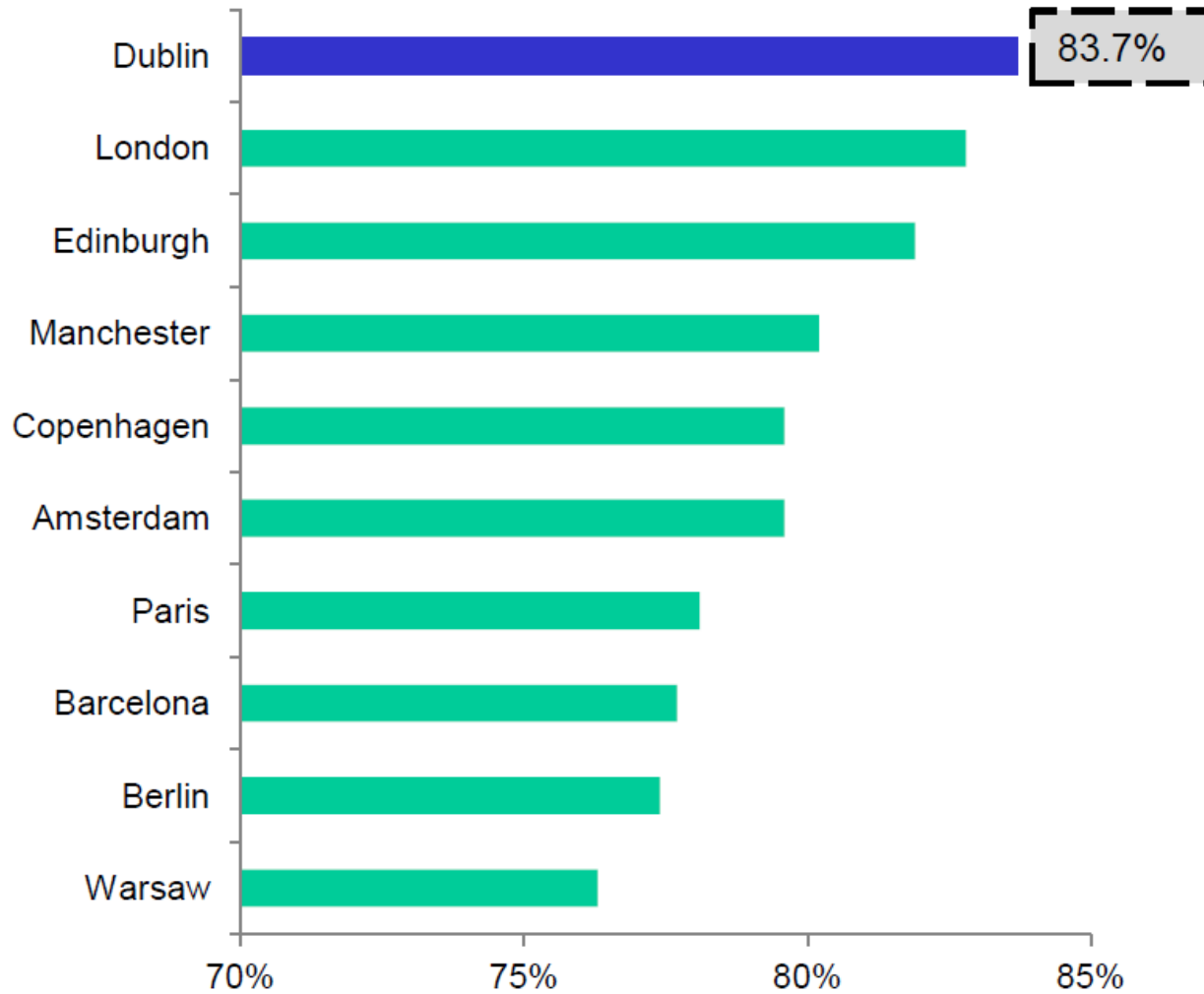
➤ 48,173 bedspaces in Dublin accommodation approved by Fáilte Ireland in 2015

- hotels – 87%
- youth and holiday hostels – 6%
- guest houses – 3%
- others – 4%



- hotels
- guest houses
- Irish Home B&Bs
- listed self-catering
- group self-catering
- youth and holiday hostels
- caravan and camping

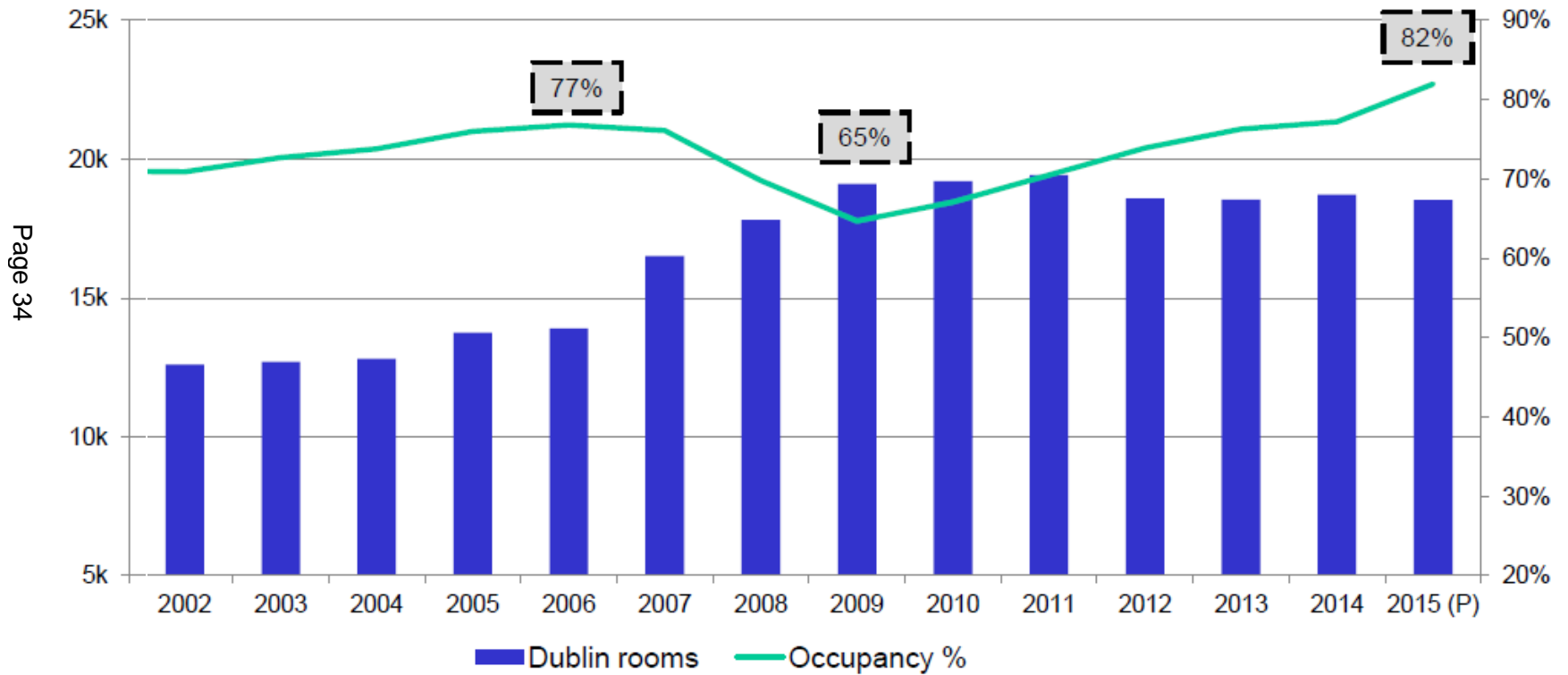
Occupancy rates



Source: STR Global

Occupancy rates

Occupancy Correlation with Supply - Dublin Hotels



RevPAR increases

| City | YTD 2015 RevPAR |
|-----------------|-----------------|
| Top 5 | |
| Dublin | +22.6% |
| Prague | +19.6% |
| Bratislava | +17.9% |
| Budapest | +17.8% |
| Birmingham | +13.8% |
| Bottom 5 | |
| Aberdeen | -22.1% |
| Dusseldorf | -7.5% |
| Geneva | -4.6% |
| Moscow | -0.4% |
| Zurich | 0.0% |

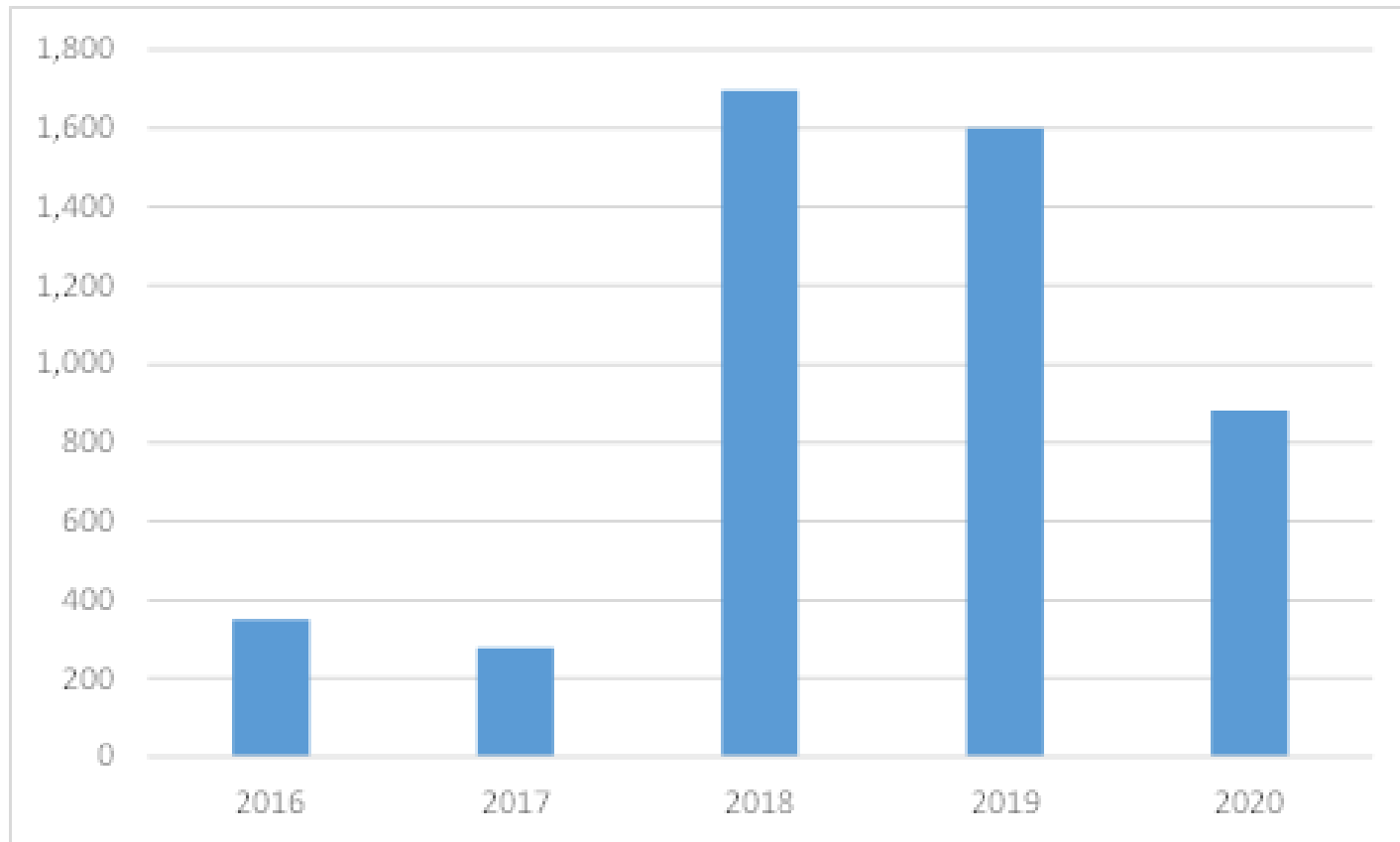
Demand vs Supply; Dublin hotels

- Increasing visitor numbers to Dublin
 - 2015: 4.7 million international visitors
 - 2020 target: 6.2 million visitors
- But where will they stay?
- ITIC believes circa 8,000 additional net bedrooms required by 2020
- Policy intervention required
 - Fast-track planning for hotels
 - Strategic Development Zone
 - Relaxing of height restrictions in appropriate areas

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New Supply?

- Recent report estimates 55 new hotels to be completed by 2020
 - Pipeline of 4,808 bedrooms by 2020....how realistic?
 - Even if all materialise still leaves a significant shortfall



Dublin City Council support for tourism

- Tourism to be at centre of Dublin City Development Plan 2016-21
- Review planning regulations for new hotel developments
- Maintain pro-business environment
- Ongoing commitment to Dublin brand
- Continue support for festivals
- Facilitate coach parking bays
- Research support for ITIC

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Leading our tourist Industry

itic

Thank You

Eoghan O'Mara Walsh
Chief Executive

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www.itic.ie



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To the Chairperson and Members of the
Economic Development and Enterprise Strategic Policy Committee

The Dublin City Local Economic and Community Plan 2016 – 2021 (LECP)

In December 2015 Dublin City Council agreed and adopted this Plan.

The Dublin City LECP is made up of two documents:

- A six year strategy document outlining the rationale and context for each of 12 high level goals
- An Action Plan for 2016 with specific objectives and actions relevant to the LECP high level goals; the Action Plan will be up-dated annually during the lifetime of the Plan

The two documents are at the final stage of proof reading to go to print in the coming weeks.

The monitoring and review of the Action Plan is the responsibility of the Local Community Development Committee (Chaired by Councillor Daithi Doolan) and the Economic Development and Enterprise Strategic Policy Committee (Chaired by Councillor Paul McAuliffe)

Work is being carried out to attribute the high level goals and objectives to the relevant Strategic Policy Committees in Dublin City Council and it is intended that these goals and objectives become permanent Agenda items for attention by each SPC. The remaining goals and objectives in the plan will be monitored and reviewed by the Local Community Development Committee in conjunction with the relevant external State Agencies.

Therefore with effect from the next meeting of this SPC there will be a permanent agenda item setting out progress achieved on all goals and objectives from the LECP being progressed by each of the relevant SPC 's.

Brendan Kenny

Deputy Chief Executive

22nd March 2016

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