



2018 Strategy for promoting Dublin: “surprising by nature”.

Presentation from Keelin Fagan: Head of Dublin, Fáilte Ireland.

Fáilte Ireland is the National Tourism Development Authority. Their role is to support the tourism industry and work to sustain Ireland as a high-quality and competitive tourism destination. They provide a range of practical business supports to help tourism businesses better manage and market their products and services.

They also work with other state agencies and representative bodies, at local and national levels, to implement and champion positive and practical strategies that will benefit Irish tourism and the Irish economy.

They promote Ireland as a holiday destination through our domestic marketing campaign, DiscoverIreland.ie, and manage a network of nationwide tourist information centres that provide help and advice for visitors to Ireland.

Full details of the Fáilte Ireland activities for promoting Dublin may be found here...

<http://www.failteireland.ie/Dublin.aspx>