



Leading our tourist Industry



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



## Presentation summary

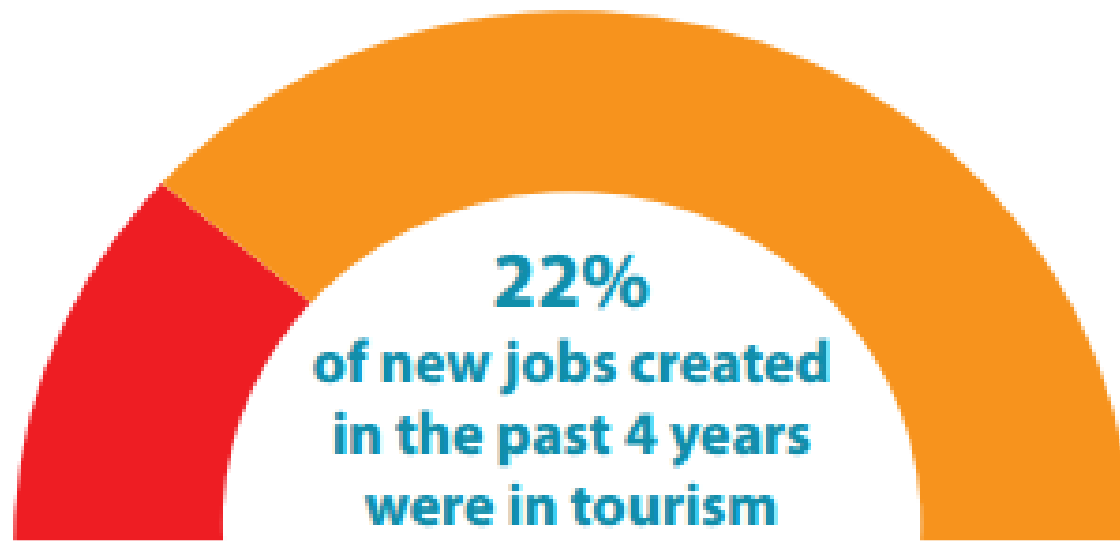
- Current performance of Irish tourism
- Importance of tourism to Dublin
- New tourism brand & 2020 targets
- Obstacles to growth
- Dublin's hotel shortage
- Dublin City Council & tourism

itic

## Why tourism matters – national context

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



## 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

- 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

*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



## 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

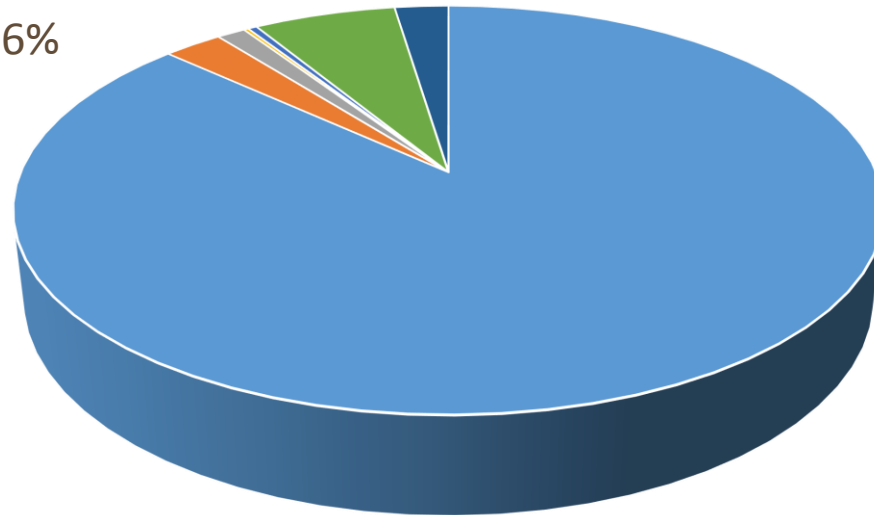
SUMMARY TABLE	
Growth in overseas spending (% pa)	8.6
Growth in employment (000s, cumulative)	7.6
Growth in employment (% pa)	19,600
Additional Tax Revenue	€775 million
Additional Overseas Revenue	€1.19 billion

## 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

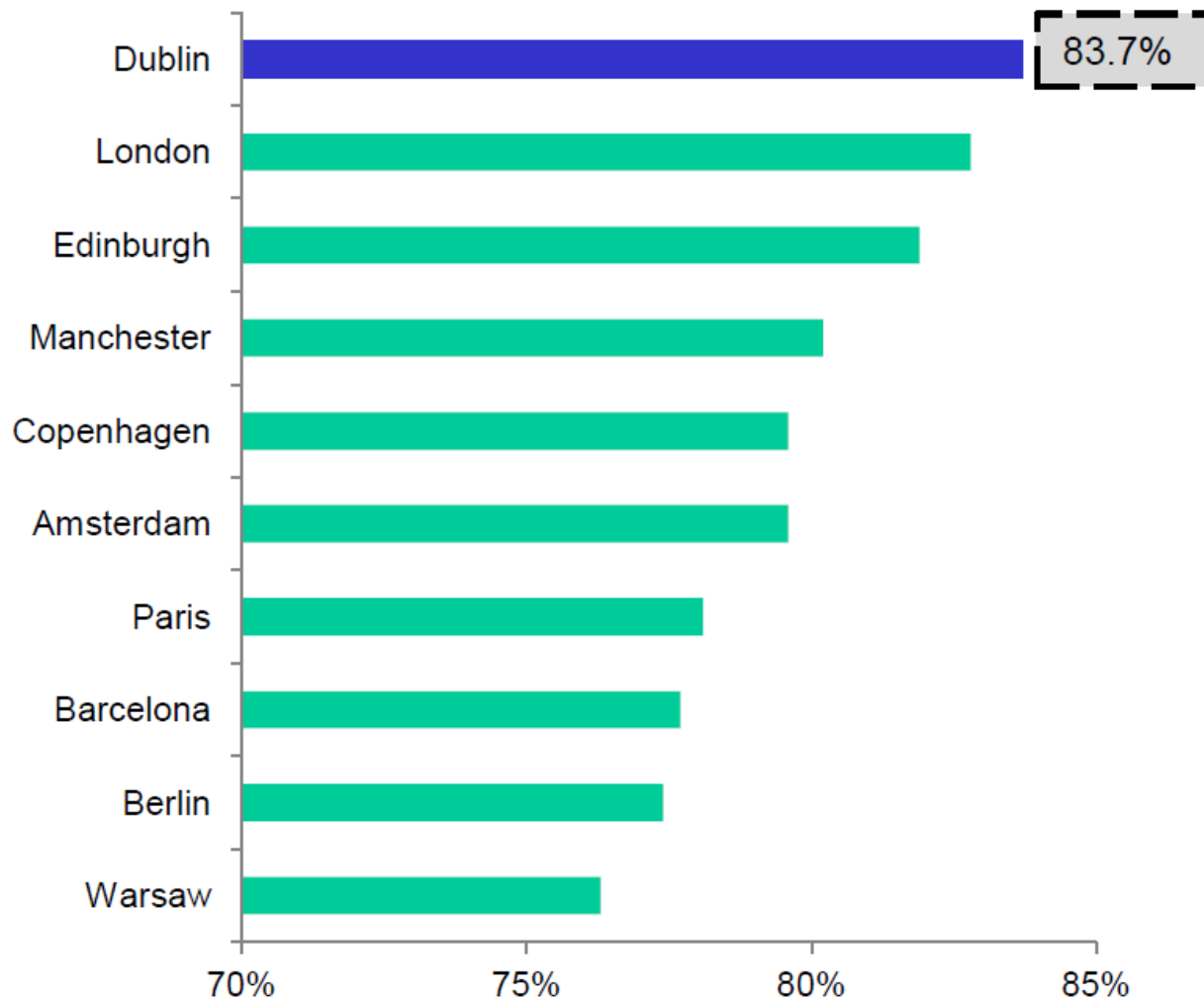
- 48,173 bedspaces in Dublin accommodation approved by Fáilte Ireland in 2015
  - hotels – 87%
  - youth and holiday hostels – 6%
  - guest houses – 3%
  - others – 4%



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



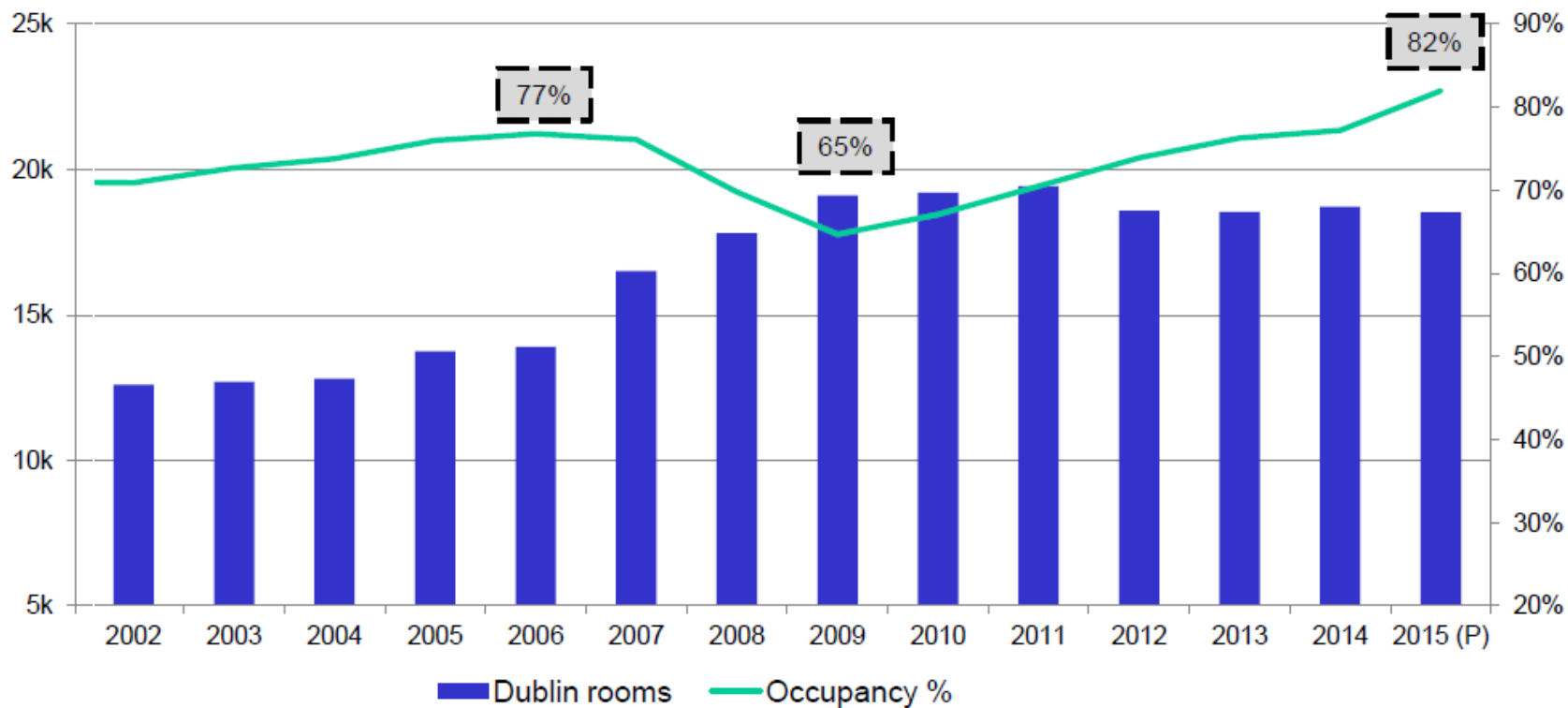
# Occupancy rates



Source: STR Global

# Occupancy rates

## Occupancy Correlation with Supply - Dublin Hotels



# RevPAR increases

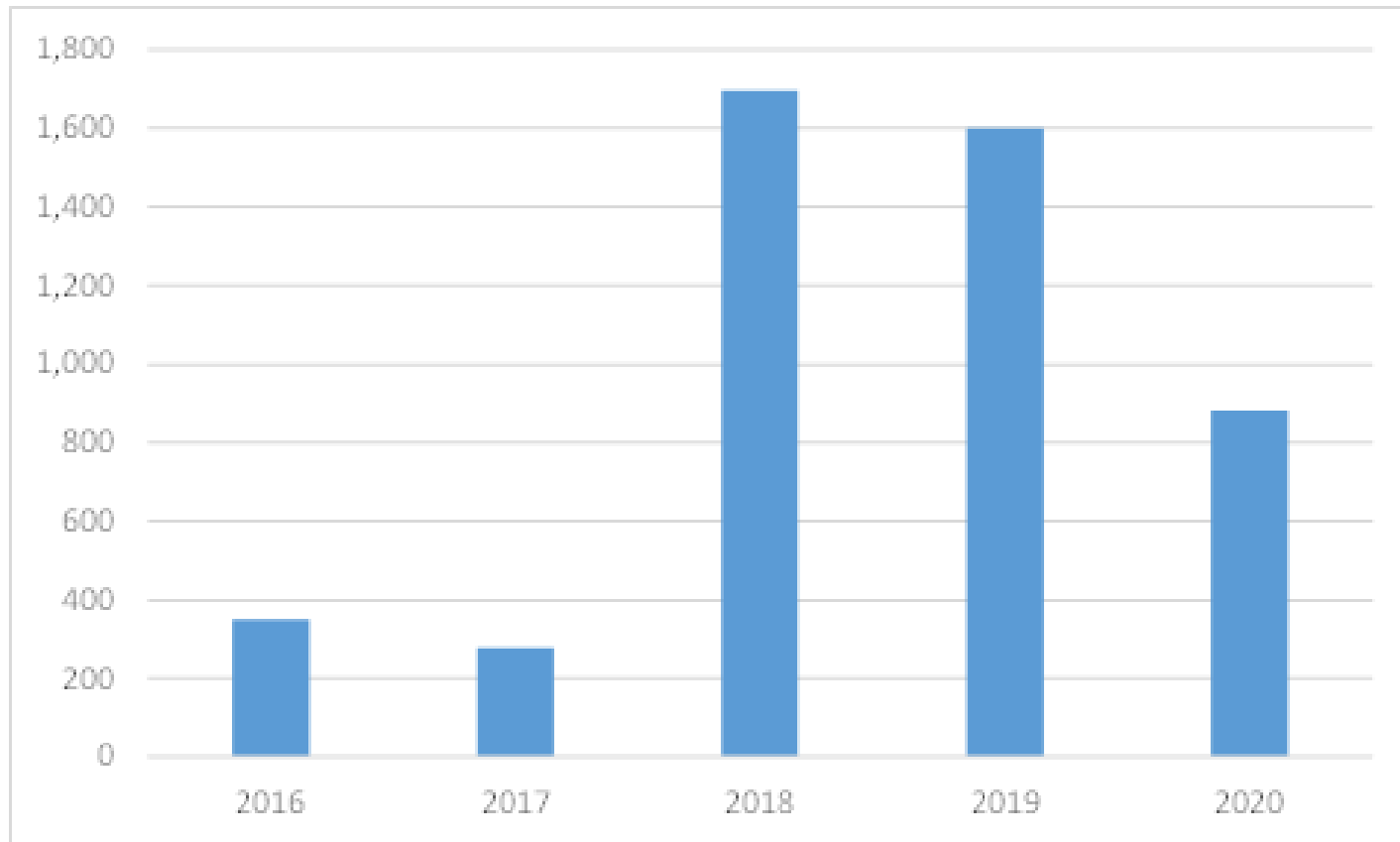
City	YTD 2015 RevPAR
<b>Top 5</b>	
Dublin	+22.6%
Prague	+19.6%
Bratislava	+17.9%
Budapest	+17.8%
Birmingham	+13.8%
<b>Bottom 5</b>	
Aberdeen	-22.1%
Dusseldorf	-7.5%
Geneva	-4.6%
Moscow	-0.4%
Zurich	0.0%

# 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

## 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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**Thank You**

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