



Dublin City Council Tourism Unit

DCC Tourism Strategy 2023-2028

Economic Development and
Enterprise SPC Meeting

Barry Rogers: Head of Tourism Unit

Aonad Tuarasóireachta
Chathair Bhaile Átha Cliath
Dublin City Tourism Unit



Dublin City Tourism Unit

DCC Tourism Strategy 2023-2028

Why do we need a new Tourism Strategy?

- Current strategy has expired
- DTTAS obligation
- New DCC Development Plan 2023-2028
- Planning & project management
- Coherence
- Post pandemic recovery
- Funding & grants
- Measurement

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DCC Tourism Strategy 2023-2028

Dublin

- DCC Development Plan 2023-2028 (Cpt 6, 192-196)
- Fáilte Ireland Regional DEDP
- Fáilte Ireland City DEDP
- Fingal Co.Co Tourism Strategy
- South Dublin Co.Co Tourism Strategy
- Dun Laoghaire Rathdown Co.Co Tourism Strategy

National/International

- New National Tourism Policy 2023-2033
- UN SDGs
- DCC Climate Obligations
- Economic Challenges
- High Demand
- Supply Challenges
- Legislative Changes

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Chathair Bhaile Átha Cliath
Dublin City Tourism Unit**



Jordan Harrison

Dublin City Tourism Unit

DCC Tourism Strategy 2023-2028

Strategy Scope:

- Timeframe: 2023 - 2028
- DCC Development Plan 2023-2028 focused
- Existing DCC projects
- Existing DCC partnerships
- Existing DCC commitments

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Conor Luddy

Dublin City Tourism Unit

DCC Tourism Strategy 2023-2028

Strategy Approach:

- DCC Development Plan 2023-2028 led
- Internally Developed
- National Policy ready
- Best Practice led
- Data & Insights led
- Stakeholder Consultation
- Industry Consultation
- Approachable & Accessible
- Clear and Concise

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Frank Huang

Dublin City Tourism Unit

DCC Tourism Strategy 2023-2028

Our Tourism Goals:

- **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.

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DCC Tourism Strategy 2023-2028

Our Tourism Strategy Pillars

People

Places and Spaces

Culture

Climate Action and Sustainability

Innovation

Data and Insights

**Aonad Tuarasóireachta
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Thank you
for listening

Barry Rogers
Head of Dublin City Tourism Unit

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