



Dublin City Tourism Unit

# DCC Tourism Strategy 2023-2028

Barry Rogers: Head of Tourism Unit

Aonad Tuarasóireachta  
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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# Dublin City Tourism Unit

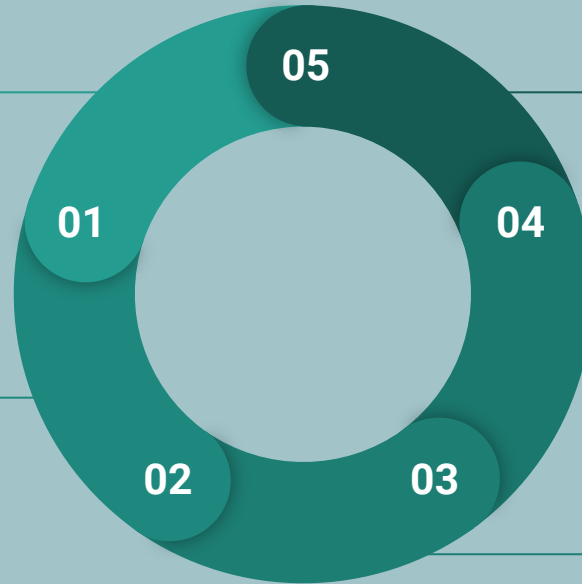
## Process & Progress

### Strategy Working Group (2022)

Economic Development, EU Office, Culture Company, Smart Dublin, Tourism Unit, Environment & Transport

### SPC Meetings

Presented at April Economic Development SPC meetings and approved in principle.



### Launch & SPC

Design, Launch, and final SPC presentation in September.

### CEO/Senior Management Meeting

June meeting with CEO, July meeting with SMT.

### Consultation

DTTAS, Fáilte Ireland, Tourism Ireland, ITIC, Dublin Convention Bureau, EU, UCLG. Your Dublin Your Voice Citizen Engagement.

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# 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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Lisa Fecker

Dublin City Tourism Unit

# DCC Tourism Strategy 2023-2028

## Context:

### Dublin Context

- 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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# 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
- Citizen Consultation
- Approachable & Accessible
- Clear and Concise

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# 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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Dublin City Council Tourism Unit

# **DCC Tourism Strategy 2023-2028**

**Our Tourism Strategy Pillars**

**People**

**Places and Spaces**

**Culture**

**Climate Action and Sustainability**

**Innovation**

**Data and Insights**

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**Thank you**  
for listening

**Barry Rogers**  
Head of Dublin City Tourism Unit

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