

Finance SPC Data  
Innovation Economic  
Measurement – Smart  
Cities

## Our Goals for the City 2020 – 2024



# Future Proofing Dublin

“New technologies are continuing to have major impacts on economy, society and the workplace and are fundamentally changing many traditional industries, processes and modes of communication. Being aware of and ready to take advantage of new trends in technology is essential.

Delivering a dynamic, sustainable city that is future ready

**DUBLIN CITY COUNCIL  
SMART CITIES**

**1. CONNECTIVITY PROGRAMME**  
Helping to build the digital infrastructure to **strengthen city connectivity.**

**2. DATA INSIGHTS PROGRAMME**  
Delivering test cases to show how data can **strengthen Council decision making.**

**3. EMERGING TECHNOLOGY PROGRAMME**  
Delivering test cases to show how technology can **strengthen Council service delivery.**

**4. ENGAGEMENT PROGRAMME**  
Building resources, knowledge, networks and partnerships to **strengthen Council outreach.**

**5. PROGRAMME SUSTAINABILITY**  
To ensure the operations and continuation of the Smart Cities programme.

# 2. Data Insights Programme

- Retail Spend Insights
- Smart Tourism – data insights
- Dublin Economic Monitor
- Smart Bin Impact Analysis
- Wifi4EU performance
- Drones Monitoring Data
- Google AirView / Hackathon



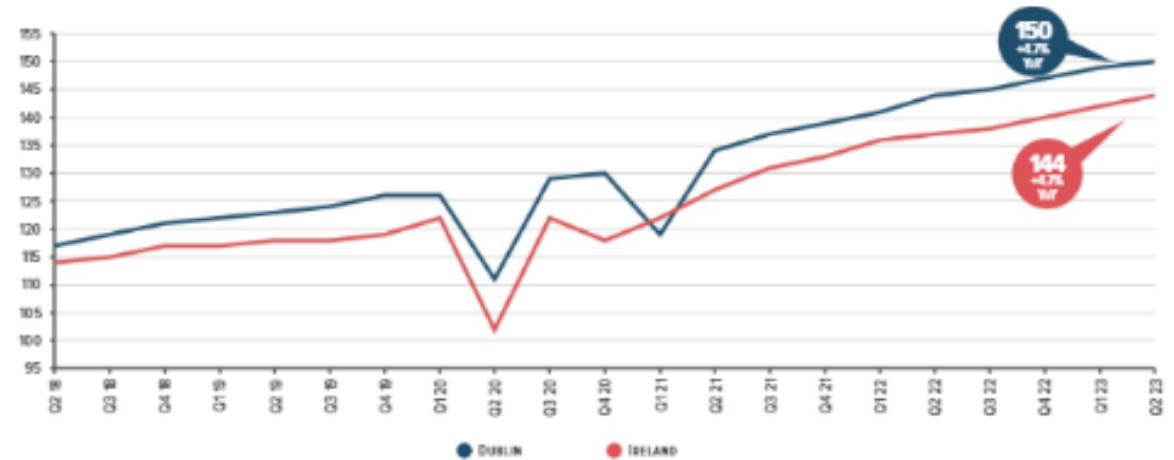


# Data Insights Programme



## VALUE OF RETAIL SPENDING IN DUBLIN REACHES NEW HEIGHTS

MASTERCARD TOTAL RETAIL SALES INDEX (SA)



DUBLIN RETAIL SALES VALUE INDEX (SA) Q2 2023



# Data Insights Programme

DUBLIN  
ECONOMIC  
MONITOR

Home The Monitor Insights Resources About Us



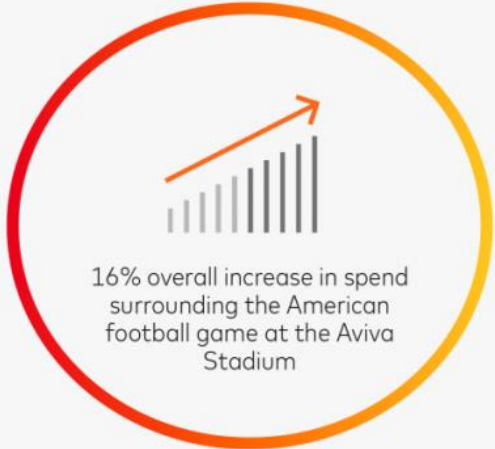
## American Football Game Linked to US Tourist Spending Surge in Dublin

DECEMBER 8, 2022

### US visitor spending in Dublin on the days surrounding the American football game in August\*

100% increase in restaurant spend on game day

23% increase in spend across all categories the day before the game



89% increase in spending in pubs on the day before and day of the game

23% increase in lodging spend

\* As compared to similar days of the week in 2022







# Why Do we Need to Measure and Understand Tourism?

## DCC Tourism Strategy 2023-2028

### Data Pillar:

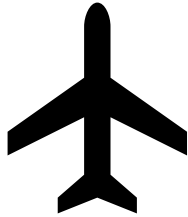
We recognise that we need robust data on the economic, social and sustainability impact of our work in the City. Our data should be comprehensive, timely and comparable and enable the setting of wide-ranging targets to support policy objective delivery and competitive benchmarking.

Dublin City Tourism Unit

# How Do We Measure Tourism?



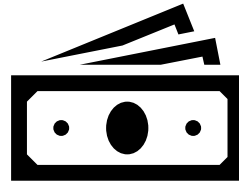
Hotel Occupancy



Arrivals



City Footfall



Visitor Spend



Restaurant  
Bookings



Museums & Venues



Citizen Sentiment

Aonad Tuarasóireachta  
Chathair Bhaile Átha Cliath  
Dublin City Tourism Unit





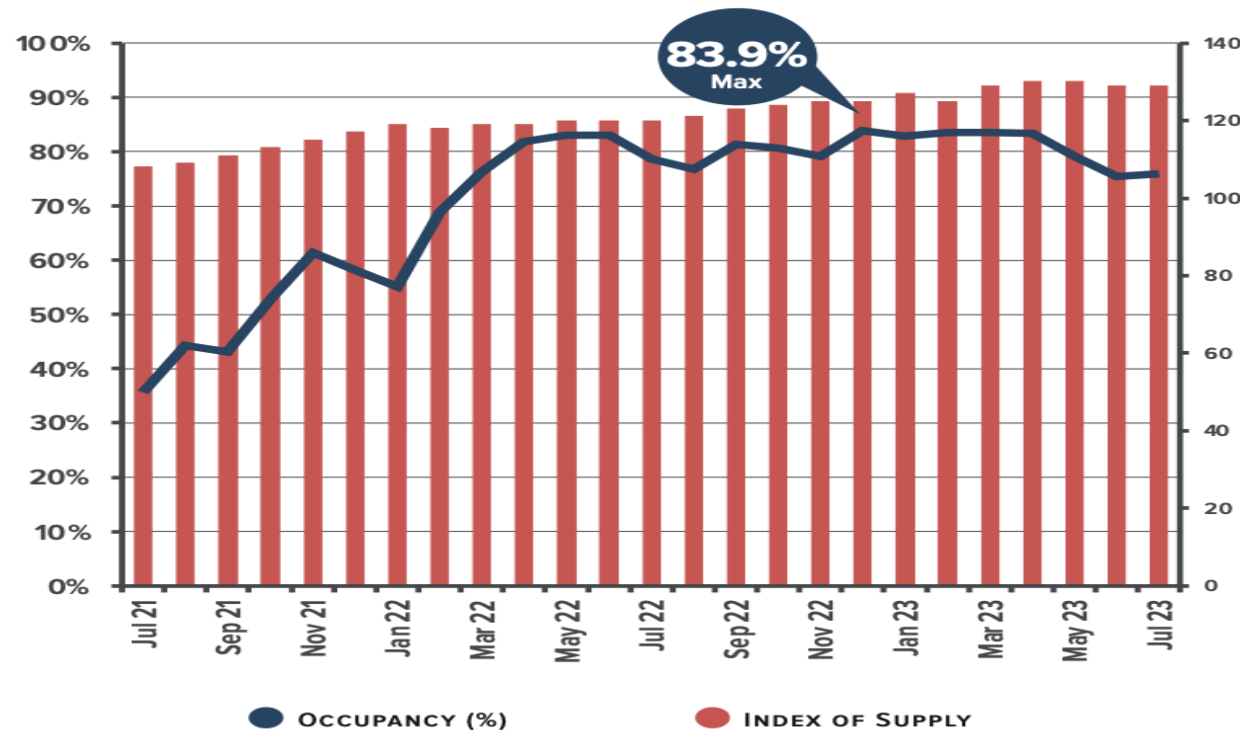
# Example DCC Tourism Data Resources

## What Tourism Data Sources to we have?

- Hotel Occupancy and Daily Rates (STR)
- Hotel Booking and Demand data (Google)
- Short Term Lets data (Airdna)
- Citywide Footfall (Ecoviso)
- Visitor Spend (Mastercard)
- Restaurant Bookings (OpenTable)
- Museums & Venues (Internal Data)
- Citizen Sentiment (Your Dublin Your Voice)

# Hotel Data: STR

**DUBLIN HOTEL SUPPLY & OCCUPANCY RATES (SA)**

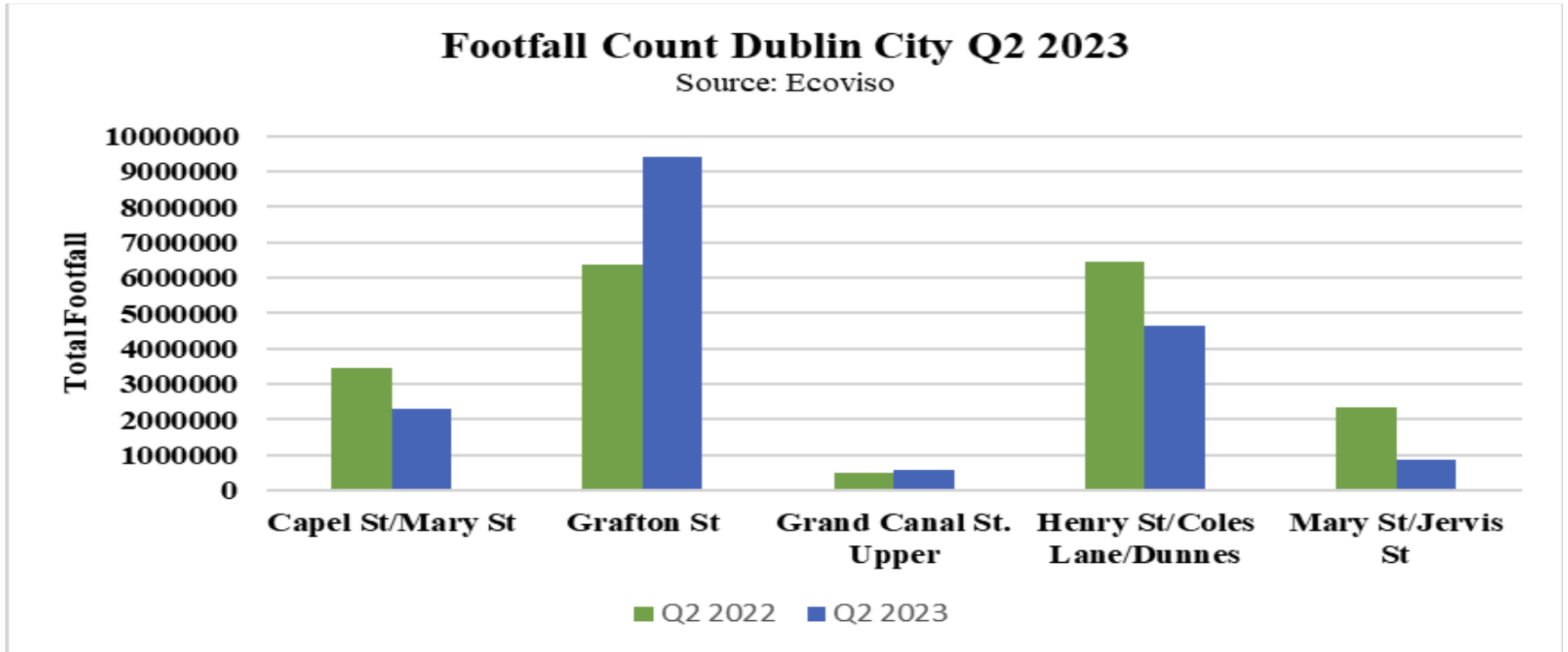


	JUL '23
HOTEL OCCUPANCY RATE (SA)	75.9%
YEAR ON YEAR CHANGE % POINTS	-2.7
INDEX OF HOTEL ROOM SUPPLY (SA, JULY 2013=100)	129.0
YEAR ON YEAR % CHANGE	+7.2

SOURCE: STR GLOBAL. SEASONALLY ADJUSTED BY GRANT THORNTON.  
NOTE: DATA RE-ADJUSTED SINCE THE LAST ISSUE.



# Citywide Footfall: EcoViso

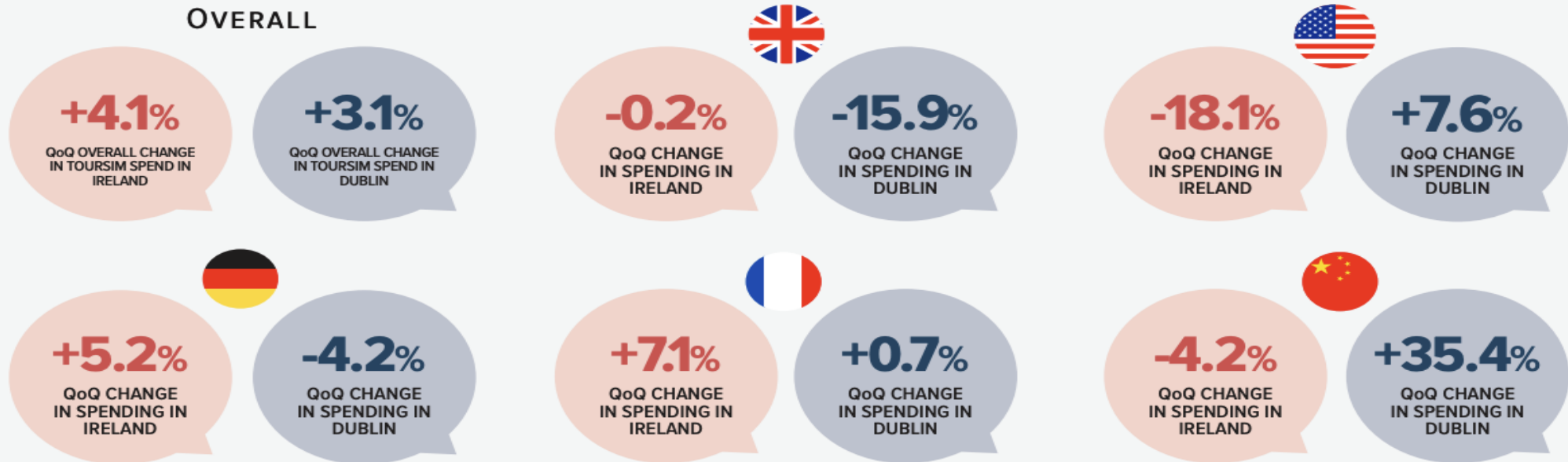




# Visitor Spend: Mastercard

## DUBLIN AND IRELAND TOURIST SPEND BY ORIGIN - Q2 2023 (SA)

### OVERALL

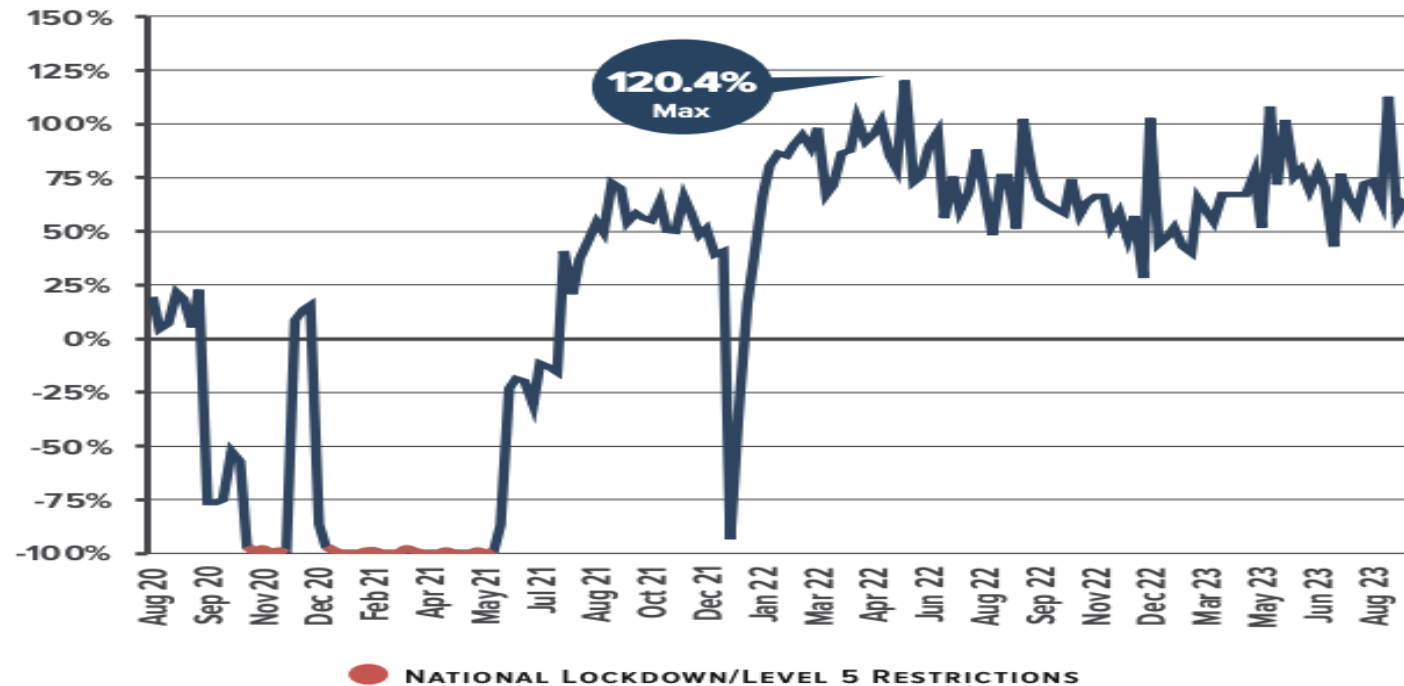


● IRELAND ● DUBLIN

SOURCE: MASTERCARD SPENDINGPULSE

# Restaurant Bookings: OpenTable

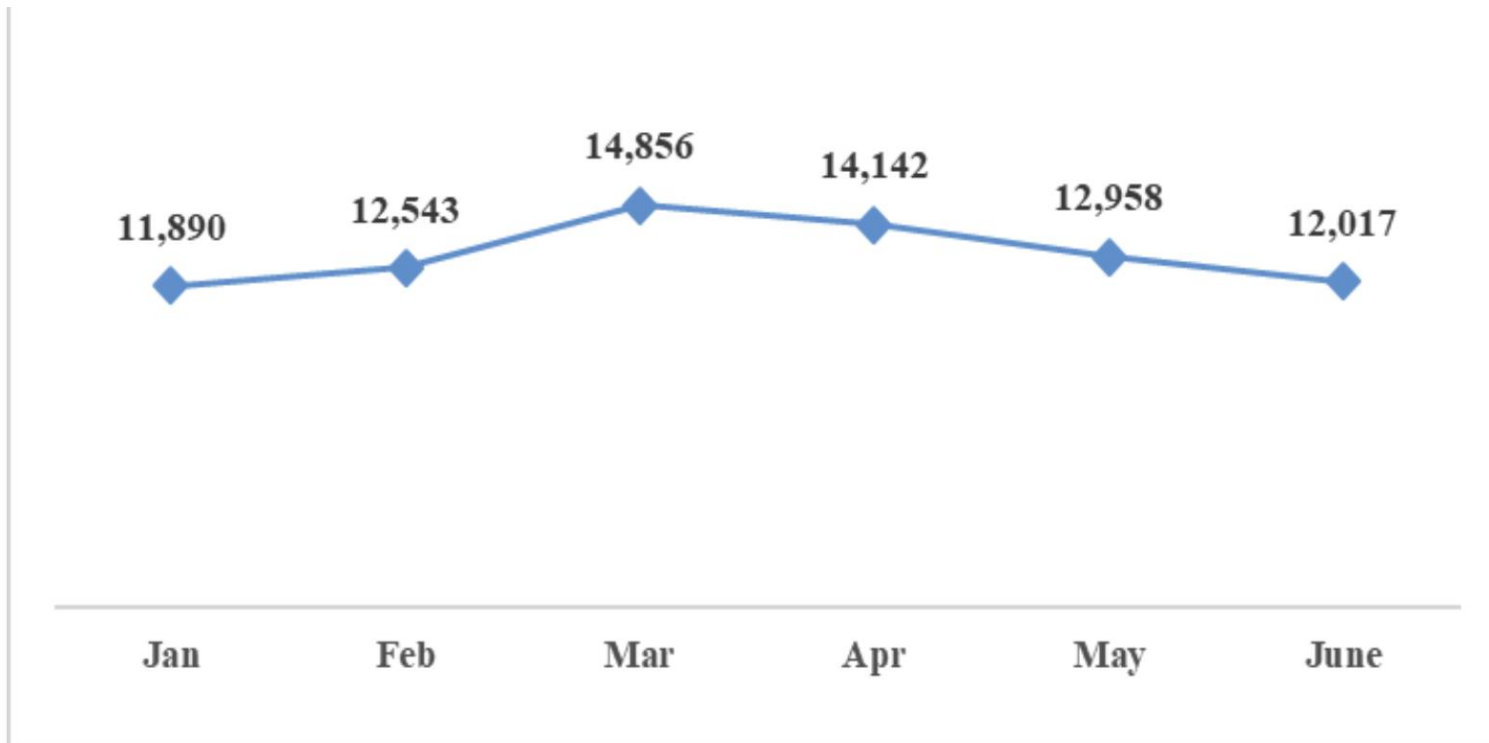
**SEATED DINERS AT DUBLIN RESTAURANTS  
(% CHANGE RELATIVE TO 2019)**



	AUG '23
PERCENTAGE CHANGE IN SEATED DINERS VERSUS 2019 BASELINE - DUBLIN	+61.4
PERCENTAGE CHANGE IN SEATED DINERS VERSUS 2019 BASELINE - IRELAND	+117.2

Dublin City Tourism Unit

# Museums & Venues: Internal DCC Data



**Aonad Tuarasóireachta  
Chathair Bhaile Átha Cliath  
Dublin City Tourism Unit**



# How does DCC Communicate Economic Data?

## Internally (DCC)



## Externally



# Next Steps



Issue a tender to acquire more timely economic retail spend data



For all local authorities



Monthly/ Weekly Near Real Time

Regular retail sales data that could give tourism spend data but is most likely going to be index based, and  
Event based data which is likely to be € amount but for one off event analysis