







# EUROPEAN CAPITAL OF SMART TOURISM



## Dublin City Council Tourism Strategy

2023-2028



#### 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.



# **Al and Tourism** Unit

#### **Overview:**



- Our Partnership With OpenAl
- A Day in Dublin
- Key Learnings

#### **Partnerships & Activations**



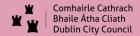
Dublin City Council partners with OpenAl to bring tourism to life with artificial intelligence.

#### **Partnerships & Activations**



- Build a practical example of how Al can work for tourism destinations using GPT.
- Host a two-day workshop in September for EU tourism leaders in Dublin.







#### A Day in Dublin

### **Key Learnings:**

- Where does the solution live?
- Needs to be supported by curated destination information.
- Need to establish business model €€€.
- Environmental cost of calls.

