



Together for EU Tourism

**How to use efficiently digital
tools in Tourism.**

AI Tourism Solutions

Barry Rogers,
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Dublin City Council



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THE EUROPEAN UNION



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Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

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.



Dublin City Tourism Unit

AI and Tourism:

Overview:



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



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



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Partnerships & Activations



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



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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.



Dublin City Council

Thank you!

Barry Rogers,
Head of Dublin City Tourism Unit
Dublin City Council Culture
Company



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