

# Smart Tourism: Collaborate to Innovate

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Aonad Tuarasóireachta  
Chathair Bhaile Átha Cliath  
Dublin City Tourism Unit



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- **Tourism Strategy Goals**
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# Collaboration Model



*The Unit is funded by Dublin City Council, and supported by Smart Dublin and Dublin City Council Culture Company*



# What?

**The Dublin City Tourism Unit is responsible for creating, facilitating and fostering equitable development of tourism in our city.**

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## Why?

**The Unit, built on the foundation of multi-stakeholder collaboration supports and delivers Dublin City Council's tourism vision, and agenda. Helping Dublin to achieve its tourism development goals.**

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# How?

## Our Strategic Goals: 2023-2028

Tourism projects and initiatives in Dublin are:

**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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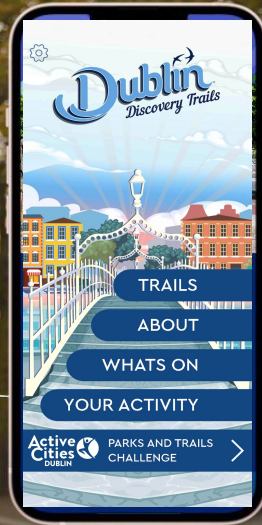
# Our Tourism Strategy 2023-2028

- People
- Places and Spaces
- Culture
- Climate Action and Sustainability
- Innovation - *Collaborate to Innovate Examples*
- Data and Insights



# Innovation - Collaborate to Innovate

## Example 1



This example demonstrates how the vision and action of senior executives within local and national government agencies can collaborate to create a hi-tech, sustainable, future facing, and positive offering.

Combining in-house technology, culture and tourism expertise, along with external stakeholder know-how, Dublin City launched its first AR/VR self-guided trails application in Q4 2023.

Target Audience: Local communities, and visitors to Dublin City and County.

Number of Users: 22k+

Number of Trails: 2024 = 17 +10 by YE 2025

Total number of Project Stakeholders: 15

## Dublin Discovery App & Active Cities Project

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## Example 2



## The People's Portal Dublin & NYC

Two hi-tech street art sculpture installations designed to encourage people to meet and connect above borders were launched in Dublin and NYC on May 8th 2024. This project required the collaboration of 150+ people from multiple agencies and stakeholders working across several time zones.

Capturing the imagination, hearts, and minds of hundreds of millions of people, social media discussion and debate generated 22 billion impressions. Global media groups created 450+ news articles, and produced live TV/Radio stories.

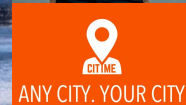
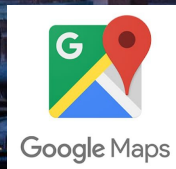
600,000 people local, national and international tourists have visited the portal locations. The Dublin portal has become its own location on Google Maps with 4.5 stars.

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# Innovation - Collaborate to Innovate Examples 3-7



EUROPEAN CAPITAL  
OF **SMART TOURISM**  
DUBLIN 2024



Workshops & Events =165 Partnerships =10 Legacy Projects =12

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**Thank you**  
for listening!

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