

# **Next Generation of City Tourism Marketing**

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# Dublin Tourism

- Regional Tourism Authority responsible for marketing, development & servicing of Dublin region
- State appointed, commercial agency
- Leisure and business tourism
- Operate 4 tourist offices, 4 visitor attractions & marketing of destination Dublin

# Destination Dublin Facts

- 5.5million tourist visits / 3.9million overseas visitors
- €1.5billion revenue generated
- Origin :
  - Mainland Europe 29%
  - Britain 30%
  - N. America 11%
  - Domestic 26%
  - Other 4%
- In excess of 20,000 hotel rooms

# What we do!

- **6million** visitors to visitdublin.com
- **1.2million** visitors to tourist offices
- **500,000** downloads
- Dublin Pass Sightseeing Card





VISIT  
DUBLIN  
APP



# Why develop an App?

- 93 percent of iPhone owners have added an application to their phone
- 60 percent of users browse the internet at least once per day
- 33 percent of iPhone owners use maps and GPS more than 10 times per month
- 50 percent of iPhone users are over thirty years old



# Why develop an app?

- Brand extension
- Enhance the visitor experience
- Bring together tourism industry in your city
- Commercial
- Measurable



# VisitDublin App

- Data from visitdublin.com
- Identifies your location at all times
- Presents information based on your current location
- What is nearby your current location



# VisitDublin App

- Directional search
- Daily Bulletin
- Audio
- Special Offer Vouchers
- 'Guide Me' / 'What's That' functionality
- Augmented Reality



# Cherry on the Cake!

- Cached data - **no roaming charges!**
- Virtually explore Dublin in advance
- Events 7 days in advance



# User Comments

*'As a Dublin native I'm using this app all the time just to find out about places I would pass on a daily basis. I've been pleasantly surprised by the information and accuracy of locations.'* Daithi Locha

*'This is a great app for finding your way around – and there is lots to see. Well worth a look.'* Brendan Corkery

*'A must have while in Dublin.'* Wexsaint

# Looking Forward

- Coupon serving
- Mobile Booking
- Sponsorship
- Customisation:
  - conference delegates
  - festivals and events



# How to get going!

- Clear objectives
- Resource allocation
- Utilise your content – web database
- Geo locations / contact details
- 4-5months data checks & testing



**Visit Dublin**

Official Mobile Guide

