IOTWeek

Dublin — June 20-23, 2022

IOT Powering Smart Tourism Destinations

Barry Rogers: Smart Tourism Manager Dublin

GLOBAL VISION:

IoT TODAY AND BEYOND

IOTForum

Harnessing Data for Smart Tourism Destinations

Lessons from Dublin

Smart Tourism Dublin

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SMART TOURISM
A Smart Dublin Partnership

"Smart Tourism is a model for supporting innovation and driving positive transformation within destinations. It uses **technology**, **data analysis** and **digitalisation** to build more **accessible**, **sustainable** and equitable destinations, ultimately creating more inclusive prosperity for locals and better experiences for visitors."

SMART DUBLIN

Fáilte Ireland

Comhairle Cathrach Bhaile Átha Cliath
Dublin City Council

Agenda

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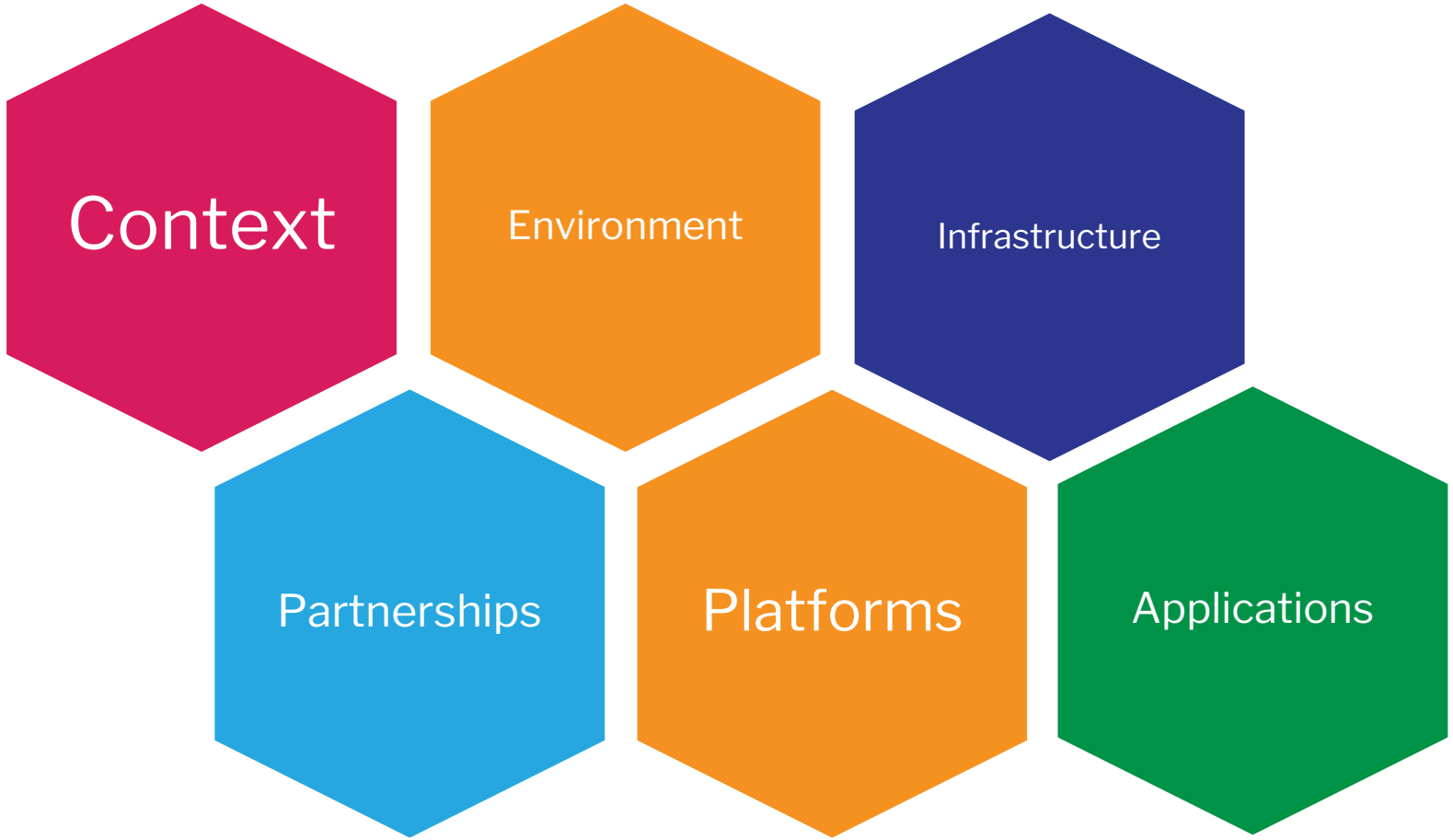
Dublin — June 20-23, 2022



Context

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Data Environment

Fáilte Ireland

IOT

Counters

Credit Cards

CSO

Open Data

Arrivals

Accommodation

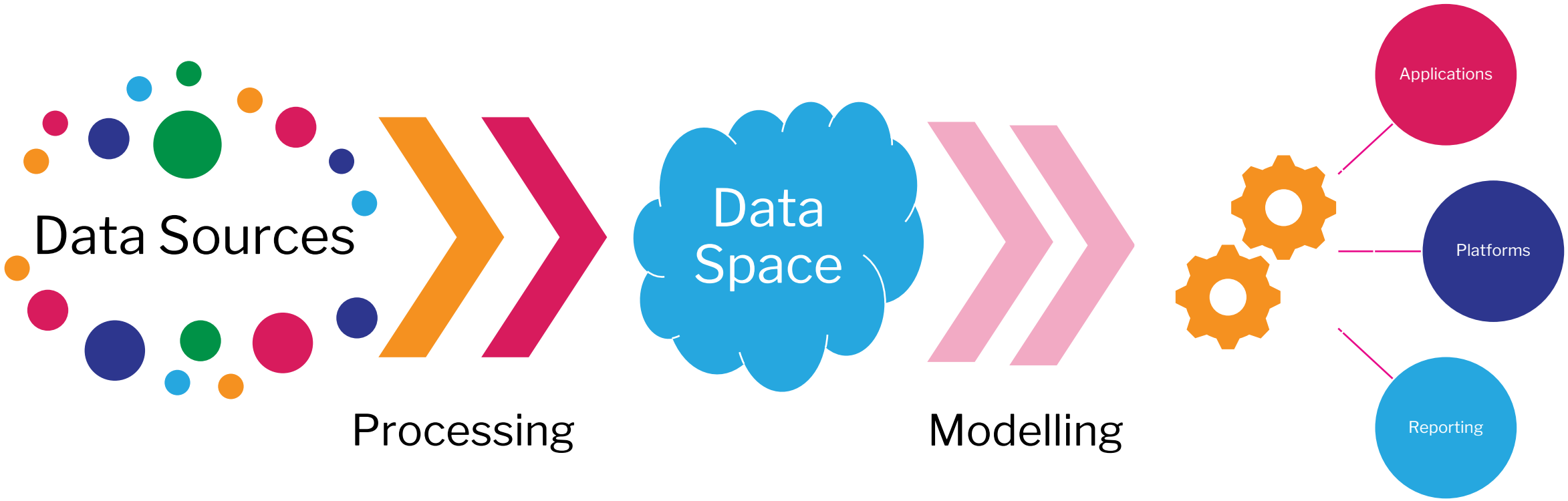
Seats

User Generated

Transport

Industry

Process


Data Sources
Processing
Data Space
Modelling
Applications
Platforms
Reporting

Data Infrastructure

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Dublinked: Open Data for the Dublin Region

Where can you find information on noise levels in the city? Or locations to lock your bike?
Learn about where you live, work and play using Dublin's open data.

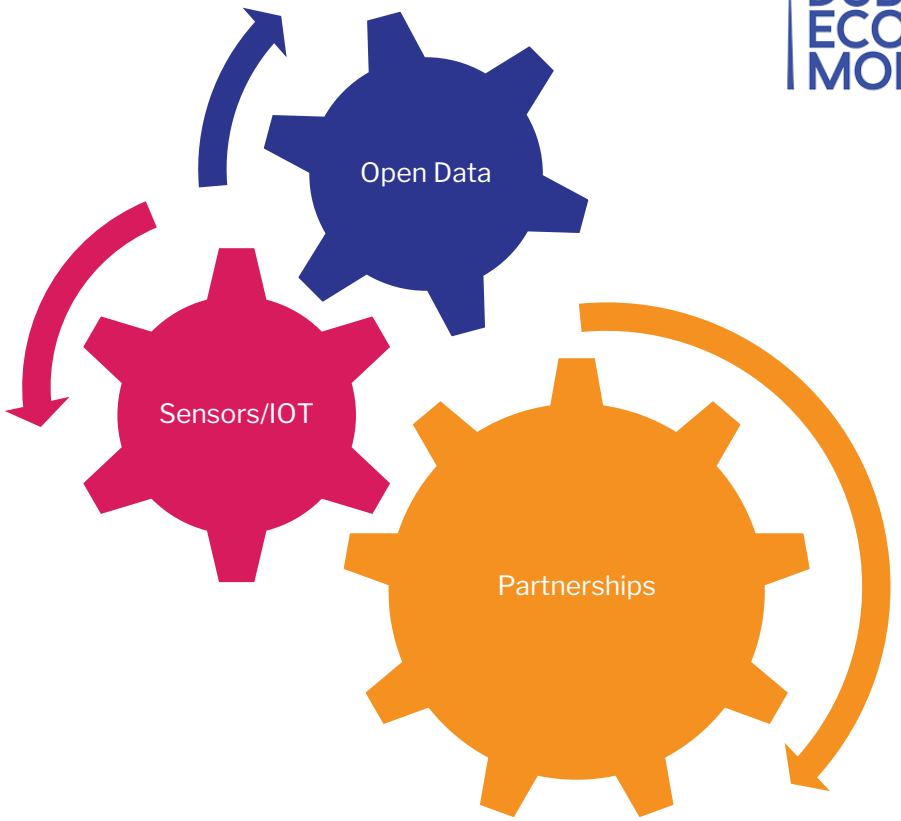
543 datasets

- Arts Culture and Heritage
- Environment and Energy
- Planning and Land Use
- Government and Participation
- Recreation and Amenities
- Population and Communities
- Public Health and Safety
- Economy and Innovation
- Transport and Infrastructure

Partnerships

Dubl:nked

DUBLIN ECONOMIC MONITOR

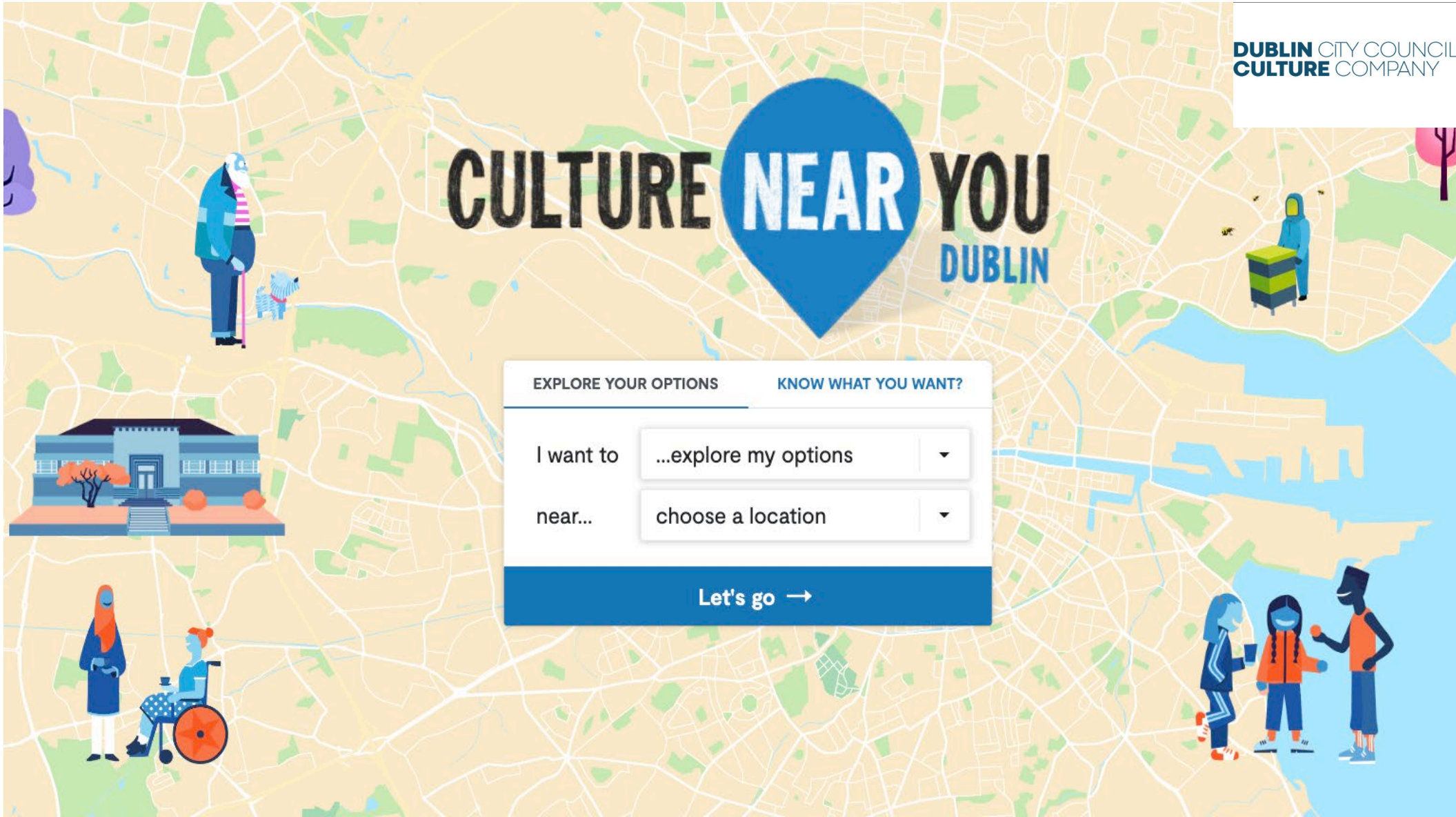


citypossible™
Pioneered by Mastercard

SMART DUBLIN

Grant Thornton

Platforms


DUBLIN CITY COUNCIL
CULTURE COMPANY
CULTURE NEAR YOU
DUBLIN
EXPLORE YOUR OPTIONS
KNOW WHAT YOU WANT?
I want to
...explore my options
near...
choose a location
Let's go

Platforms

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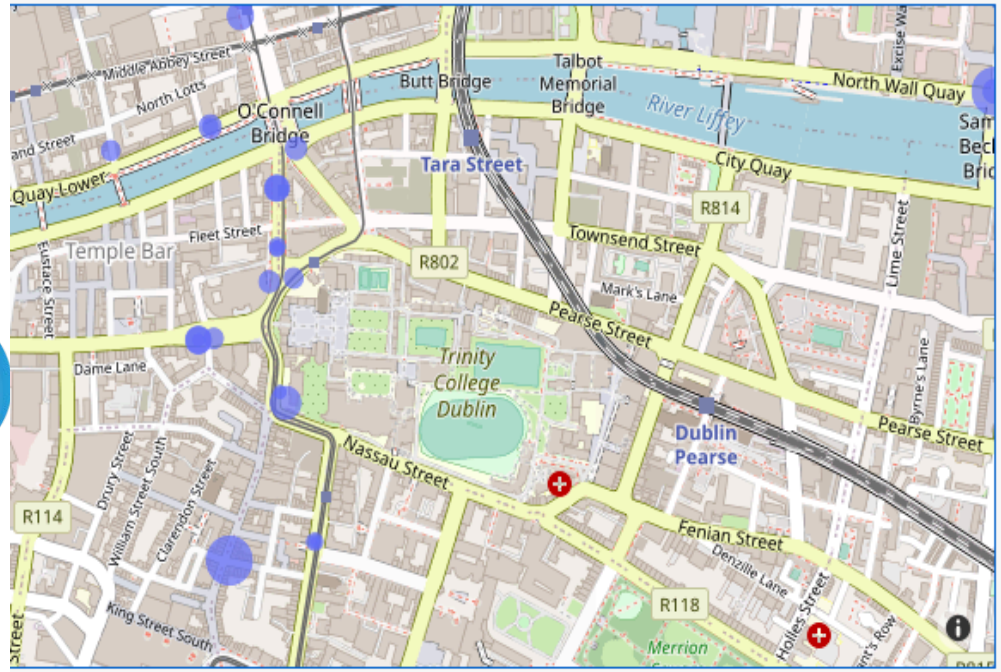
Dublin City Council | ○ cycling ◉ bi-directional ◉ pedestrian ○ uni-directional | Grafton st/Monsoon | Busiest locations | 01-Jan-2019 → 31-May



Data for **44** locations found.

Location: **Grafton st/Monsoon**

Median Daily Count: **60,259** pedestrians. Rank **1** (of **44** locations).

Busy Hour Weekday : **13h** (with median count of **6,268** pedestrians).

Busy Hour Weekend : **14h** (with median count of **5,412** pedestrians).

Evening Traffic: **13%** (traffic between 19h and 00h). Rank: **41** (of 44 locatic

For scenario 'Busiest locations', locations are ranked by **Median Daily Cou**

Note: The location dropdown is sorted by rank.

SMART DUBLIN

Applications – Infrastructure

Google Maps

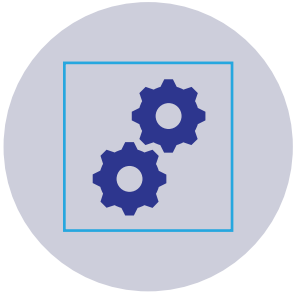
Fáilte Ireland

Applications – Reporting

Challenges

Noise

Data Readiness



Processes

Procurement

Collaboration – Data Partners

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SMART DUBLIN

Fáilte Ireland

DUBLIN CITY COUNCIL CULTURE COMPANY

Dún Laoghaire-Rathdown County Council Comhairle Contae Dhún Laoghaire-Ráth an Dúin

Comhairle Cathrach Bhaile Átha Cliath
Dublin City Council

SMART TOURISM DESTINATIONS

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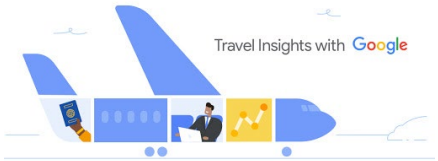
An Phríomh-Oifig Staidrimh
Central Statistics Office

Comhairle Contae Fhine Gall
Fingal County Council

DUBLIN ECONOMIC MONITOR



Comhairle Contae Átha Cliath Theas
South Dublin County Council

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Thank you!

Find more:

https://smartdublin.ie/smart-tourism/

iotweek.org