

# DUBLIN TARGETS FUTURE WITH HUGE AMBITIONS



By the time we reach 2013, the Irish tourism economy is expected to be worth an astonishing €1 billion. Perhaps this is not as astounding as the fact that Dublin, the Irish capital, expects to command 80% of this share. Although Dublin is by far the largest and most important city in Ireland, this estimate seems hugely optimistic, or does it? An important factor in the Dubliner's

optimism is the merger of the following two organisations: the Dublin Convention Bureau and the Dublin Regional Tourism Authority. This merger is expected to be a powerful force for growth in the future of an already very competitive market.

Let's face the truth; there is no particular reason why the Dubliners should not be so confident about reaching their financial goals. Firstly, Ireland is in eurozone, meaning that visitors often do not need to use exchange offices. Secondly, the language, English, is understood by the vast majority of visitors. Thus, basic problems found elsewhere are immediately eradicated without any effort on behalf of the Irish. Thirdly, the transport system to and from Dublin is excellent, with regular ferry trips to and from the UK available and further flights across the Atlantic being made available with a high degree of regularity. Indeed, Dublin's airport is the 19th busiest in the world.

Let's not forget a further advantage the Irish have: their extreme friendliness and warm welcomes to guests. Furthermore, business delegates are entitled to claim VAT back on accommodation costs after attending conferences. To add to the advantages of Dublin, 20.000 hotel rooms should be available by 2010, to append to the already plentiful supply. Thanks to these factors, there is no reason why the buoyant and stable Irish economy cannot reach its targets of 2013.

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