

Bureau Biz

News and Information from the Dublin, Ohio Convention & Visitors Bureau—Where Irish is an Attitude

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Dublin
OHIO
Irish is an Attitude.

United States Archery National Team Selects Dublin for Qualifier *Event will attract more than 300 Archers from around the World*

The Dublin Convention & Visitors Bureau announced that USA Archery has selected Dublin, Ohio to host a qualifying event for the United States National Team. The Bureau partnered with the City of Dublin and Ace Archers archery club to bid on the international event that will generate an economic impact of more than \$1 million to the local economy, attract more than 300 archers from around the globe and generate an estimated 700 room nights for Dublin’s hotels. The event will be held August 27-28, 2016 at Darree Fields. The event is free and open to the public.

USA Archery is the organization recognized by the U.S. Olympic Committee for the purpose of selecting and training men’s and women’s teams to represent the U.S. in Olympic Games, Paralympic Games and Pan American Games. USA Archery also selects teams for World Championships, World Cups and other international competitions annually.

USA Archery sanctions more than 300 events annually and conducts indoor, outdoor and youth National Championships as well as the United States Archery Team Qualifier Series. The mission of USA Archery is to provide the necessary resources to foster strong

athlete participation, competition and training in the sport of archery.

“We are excited to select Dublin as the host of one of our national team qualifying events,” said Sheri Rhodes, National Events Manager, USA Archery. “We were extremely impressed with the City’s facilities, passion and its past history of hosting world-class events.”

The Buckeye Classic, as it will be called, will bring in top archers from across the United States and a few from international destinations as well. Archers, ranging in age from 14 to 60, will be competing against one another to improve their ranking and ultimately land a spot on the U.S. National Archery Team.

“We are very excited for the opportunity to bring a USAT (U.S. Archery Team) ranking event to Dublin,” said Chris Worthen, President, Ace Archers Archery Club. “The venue is first-class and the support we have from the City of Dublin and Dublin CVB has been tremendous.”

“We are pleased that USA Archery chose to bring their national team qualifier to Dublin,” said Scott Dring, executive director at the Dublin Convention & Visitors Bureau. “It will be exciting for the City of Dublin to host this prestigious event that will generate millions of dollars for the local economy while showcasing our great city to visitors from across the world.”



Briefs

Spreading the Irish Attitude During Dublin's Featured Events

With one of Dublin's featured events around the corner, the Bureau is planning several new initiatives to attract visitors to Dublin and to create buzz about St. Patrick's Day. The Bureau launched the Irish is an Attitude St. Patrick's Day social media campaign on December 28 to showcase Dublin as THE Irish destination in the Midwest and reinforce our brand to visitors. Visitors can enter daily at windublinohio.com to win the ultimate St. Patrick's Day weekend in Dublin. In addition to the contest, the Bureau is partnering with the Dublin AM Rotary to provide a VIP Blarney Bash experience for visitors. The VIP Blarney Bash package includes hotel stay, Bash tickets, VIP seating and more. VIP status cannot be purchased through any other avenues making this package exclusive and a great added value. In order to spread the word, the Bureau has invited several travel/mommy bloggers to experience the City with Irish Attitude firsthand and share their trip with their audiences. Also, the Bureau will be taking over the @livecolumbus Instagram account on March 12 to live post all the day's activities to over 18,000 new followers.

Irish Grants Create Visitor Experience and Business Benefits

The Bureau is again offering Dublin businesses grant money. In order to create a truly unique Irish experience for both visitors and residents alike, the Dublin CVB created a program that grants money to Dublin hotels, restaurants, attractions, shops, etc. for offering Irish experiences. The program has resulted in more than 100 new Irish experiences since its inception three years ago. These experiences have included live Irish music or dance performance, an Irish storyteller, Irish shopping experiences and other unique Irish experiences. To receive an overview of the program and the grant application, contact Katie at Krich@IrishisanAttitude.com.

For the Record...

LODGING TAX

These figures reflect the Dublin CVB portion (25 percent) of the hotel/motel tax, allocated to the Bureau by the City of Dublin's Division of Taxation.

| | 2015 | 2014 | Change |
|-------------------|-----------|-----------|--------|
| November/December | \$128,670 | \$112,028 | +14% |
| Year-to-Date | \$797,179 | \$752,373 | +6% |

DUBLIN CVB MEASURES

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|--------------------------------------|---------|
| November/December Visitor Inquiries | 249 |
| Free Media Impressions (YTD) | 775,762 |
| Web site Visitors (% change YTD) | +17% |
| E-Travel Club Members (% change YTD) | +2% |
| Facebook "Likes" (% change YTD) | +43% |
| Twitter Followers (% change YTD) | +13% |
| YouTube Channel Views (% change YTD) | +26% |

Partner Preview: UNO

Dublin's Chicago-style pizzeria draws its inspiration from the artisan heritage of the original deep dish pizza. Uno is committed to the craft of pizza, quality ingredients and amazing flavor. Their menu expands far beyond pizza to please the palate of any customer with appetizers, soups, salads, pastas, burgers, party platters and more. For a full menu, visit www.unos.com. 5930 Britton Parkway. 614/793-8300.



JUST RELEASED: 2016 VISITOR & EVENT PLANNING GUIDE

The Bureau's 2016 edition of the *Dublin Visitor & Event Planning Guide* features 62 pages of resource information on Dublin's hotels, attractions, events, shopping, dining and event venues. The guide is distributed at Dublin hotels, in tourism centers and hotels across Ohio and the Midwest, at trade shows and major events, in convention and group tour information packets and more. In addition to the printed guide, the Bureau offers an engaging digital version of the guide that allows for a branded online experience that features all Dublin CVB social media feeds, the Destination Dublin music video, forms that allow visitors to sign up for the Destination eTravel Club and more.

