

Bureau Biz



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

USA ARCHERY SELECTS DUBLIN TO HOST NATIONAL, COLLEGIATE CHAMPIONSHIPS

Events will attract more than 1,000 Archers from around the World in 2019

“It will be exciting for the City of Dublin to host this prestigious event that will showcase our great city to visitors from across the world.”

The Dublin Convention & Visitors Bureau announced that USA Archery has selected Dublin, Ohio to host the 135th U.S. National Target Championships and the U.S. Collegiate National Championships. The Bureau partnered with the City of Dublin and Ace Archers Archery Club to bid on the international event that will attract more than 1,000 archers from around the globe and generate an estimated 2,500 room nights for Dublin’s hotels. The events will be held in May and August 2019 at Darree Fields.

The National Championships will bring more than 600 archers to participate in the four-day event and includes categories such as the recurve, compound and barebow divisions and serves as qualification for the U.S. Open. The top 64 archers in each category will participate. The Collegiate National Championship includes more than 400 archers from 40 universities across the nation.

“We are pleased that USA Archery again selected Dublin for their National

Target Championships and added the Collegiate Championship in 2019,” 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 showcase our great city to visitors from across the world.”

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.

The 2018 U.S. National Target Championships will be held in Dublin on August 8-11 at Darree Fields.



Briefs

Ohio Bankers League Selects Downtown Dublin

The Ohio Bankers League selected Downtown Dublin for their 2019 Central States Conference. This four-day event, with nearly 100 representatives of state banking associations from across the country, will be held in June 2019. The event will generate an estimated 290 room nights and more than \$100,000 in revenue. Attendees will also participate in catered dinner events at Mezzo and the Columbus Zoo and Aquarium and will participate in golf outings at Tartan Fields and the Golf Club of Dublin.

Dublin Dominates PRism Awards

Competing against the top corporations, agencies, non-profit associations, colleges and other businesses across central Ohio, the Bureau earned six industry achievement awards for excellence in public relations from the Central Ohio Public Relations Society of America. The PRism Awards are designed to honor exceptional public relations activities from a diverse mix of businesses, industries and backgrounds. The Dublin CVB PRism awards included: Celtic Cocktail Trail (Marketing Campaign), Destination Guide, Bureau Biz, Destination Dublin E-Travel Club, Irish is an Attitude Blog, and www.VisitDublinOhio.com.



For the Record...

LODGING TAX

Change
Year-to-Date Bed Tax.....+9%

DUBLIN CVB MEASURES

March/April Website Visits (% change YTD) +48%
Free Media Impressions (YTD)14,864,507
Facebook Fans (% change YTD).....+9%
Twitter Followers (% change YTD)+3%
Instagram Followers (% change YTD) +23%
YouTube Views (% change YTD)..... +28%
Fairy Door Trail Completions (YTD).....2,804

Partner Preview: Conference Center at OCLC

Hold your next meeting at the Conference Center at OCLC. Conveniently located off 270, this flexible, economical and technologically advanced facility features 20,000 sq. ft of meeting space, a two-story atrium and natural lighting perfect for a tradeshow, meeting or corporate event. Their award-winning food and service will ensure your meeting attendees have a memorable and enjoyable experience in Dublin. To book your next event, call (614) 761-5077 or visit conference-center.oclc.org.

CELTIC COCKTAIL TRAIL MAKES NATIONAL NEWS

The Bureau's live segment promoting the Celtic Cocktail Trail on FOX19 Cincinnati generated more than 8 million earned media impressions nationwide. The clip was picked up online by 13 additional media outlets across the country including stations in Virginia, Louisiana, Indiana, North Carolina, Alabama, Missouri, Arizona, Mississippi, Georgia, Texas, South Carolina and Connecticut. The Bureau continues to prioritize regional and national PR efforts to extend the reach of all paid campaigns.

