

Bureau Biz



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

“Bringing such prestigious events to the city of Dublin will not only give us the opportunity to showcase our city to visitors from across the country but generate millions of dollars into our economy.”

Dublin to host National Bike Event, Intercollegiate Flying Championships

Events Totaling 1,800 Room Nights, \$3 Million in Economic Impact

The Dublin Convention & Visitors Bureau helped secure two national events and conferences that will generate more than 1,800 room nights and an economic impact of \$3 million for the City of Dublin. The National Safety and Flight Evaluation Conference (Safecon) has again selected Dublin as its host City for the 4th consecutive year on May 9-16, 2016 and the Midwest Tandem Bike Rally will be held in Dublin on September 2-3, 2017.

Safecon, hosted by the National Intercollegiate Flying Association, is a flight competition that brings the nation’s top collegiate pilots to Don Scott Field to participate in flight and ground events that encourage aviation safety, as well as superior knowledge, skill and professionalism. The event will attract 30 college teams from across the United States and generate an estimated 1,100 room nights. The Bureau continues to work with the event to ensure the host hotel and event locations will be held in

Dublin. In 2015, Safecon brought nearly 1,400 room nights to Dublin hotels.

The Bureau also helped secure the Midwest Tandem Bike Rally, North America’s largest tandem bike event, to Dublin on September 2-3, 2017. The event will generate an estimated 700 room nights with 346 teams traveling from 33 states and 3 countries (United States, Canada and Brazil). The event isn’t a race, rather a way to connect with other tandem enthusiasts on a yearly basis. The weekend

event will include various rides during the weekend with lengths ranging from 29-100 miles. There will also be various seminars held at the host hotel.

“We are very excited that Safecon and the Midwest Tandem Bike Rally selected Dublin as the site for its events,” said Scott

Dring, executive director at the Bureau. “Bringing such prestigious events to the city of Dublin will not only give us the opportunity to showcase our city to visitors from across the country but generate millions of dollars into our economy.”



Dublin
OHIO
Irish is an Attitude.



Briefs

Bureau's Social HUB Generates Authentic Content

The Bureau is very excited to introduce the new #GetSocial HUB on IrishisanAttitude.com. This new social content aggregating tool allows visitors to browse the Bureau's social content along with Dublin visitor's content all from the IrishisanAttitude.com homepage. The Social HUB aggregates social content based on keywords and geographic locations so that prospective visitors can see the Dublin experience through the lens of a current visitor. Social content from Facebook, Twitter, Instagram, Pinterest and YouTube are included. This tool will help to increase visitation to all of the Bureau's social media platforms and assist in finding Dublin's fans. To view the Social HUB, visit www.IrishisanAttitude.com and click the green #GetSocial button on the homepage.



Bureau Wins Four PRISM Awards

The Bureau was honored with four PRISM Awards 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 throughout central Ohio. The Dublin CVB awards in the non-profit category included:

- Irish Enhancement Program (Irish Experience Grant Program, Irish Approved Businesses)
- IrishisanAttitude.com Website
- 2015 Visitor & Event Planning Guide
- Bureau Biz Newsletter

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
March/April	\$108,528	\$104,283	+4%
Year-to-Date	\$187,531	\$180,646	+3.8%

DUBLIN CVB MEASURES

March/April Visitor Inquiries	837
Free Media Impressions (YTD)	3,262,356
Web site Visitors (% change YTD)	+61%
E-Travel Club Members (% change YTD)	+17%
Facebook "Likes" (% change YTD)	+111%
Twitter Followers (% change YTD)	+9%
YouTube Channel Views (% change YTD)	+25%

Partner Preview: Barry Bagels

NOW OPEN! This family-owned shop offers a baker's dozen bagel varieties, flavored cream cheeses, soups, sandwiches, fresh deli salads and more. Try one of their loaded baked potatoes, an eggel or a side of mac n' cheese. Need to order for a large group? They also offer catering services. Barry Bagels is open seven days a week at 5760 Frantz Rd. 614/798-8293. www.barrybagels.com



DUBLIN FAMILY GETAWAY ENHANCED WITH ZIPLINE TOURS

The Bureau's most popular package is back and bigger than ever. New this year, in addition to discounted passes to the Columbus Zoo, Zoombezi Bay and COSI, the getaway package includes 20 percent off tickets to ZipZone Canopy Tours, where visitors can get a birdseye view of the area while zipping through treetops. The Bureau continues to aggressively market the Dublin Family Getaway through digital, social, radio, print and more. Last year's package resulted in 1,536 room nights booked at Dublin hotels.

