

Bureau Biz



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

BUREAU SECURES NEW EVENTS

Conferences Attracting Visitors Worldwide

Not only will they generate millions of dollars for the community but will showcase our great city to visitors from across the nation.

The Midwest Tandem Bike Rally, International Archery Classic and Ohio Mayors Conference are just a few events that will take place this summer as a result of the Dublin Convention & Visitors Bureau’s sales efforts.

“These events bring immediate business and economic impact to the City of Dublin,” said Scott Dring, Executive Director at the Bureau. “Not only will they generate millions of dollars for the community but will showcase our great city to visitors from across the nation.”

All of Dublin will be seeing “Double” this summer as the City hosts the Midwest Tandem Bike Rally that will bring North America’s largest tandem bike event to Dublin featuring 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 ranging from 29-100 miles in length and quite a sight for Dublin residents and visitors.

More than 400 of the top archers in the nation make their way back to Dublin

for the second consecutive year at the Buckeye Classic Archery Tournament. This event will be held at Darree Fields and is free and open to the public. The event is expected generate 500 room nights for the City’s hotels.

Mayors from across the state attended the Mayors Association of Ohio Annual Conference held this June in Dublin. Nearly 250 Ohio mayors attended the conference, generating more than 300 total room nights and \$50,000 in total revenue to the city.

This is the second consecutive year that Dublin hosted the Annual Conference and the Bureau is already working to bring this event back to the city for a third year.

Bureau Sales staff works daily to keep Dublin hotels busy

hosting site inspections for prospective future business. Recent site inspections included meeting planners for the 2019 Central States Conference, the Gluten Intolerance Group’s February 2018 All Staff Meeting, University of Dayton, Ohio Provider Resource Association Capabilities Event, the Cerdant 2018 National Security Conference and the Fraternal Order of Police January 2018 Board Meeting. Total anticipated revenue for these events exceeds \$200,000 in Dublin hotels alone.



Briefs

Dublin CVB Brings Home Six Awards from PRSA

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 throughout central Ohio. The Dublin CVB PRism awards included: Irish Fairy Doors of Dublin (Marketing Campaign); Destination Guide (Publication); Bureau Biz (Newsletter); Destination Dublin Email Blast (Interactive/Digital PR); Irish is an Attitude Blog (Online Communications); #SoDublin Video Series (Interactive PR Campaign).



Newest Staff Member to Help Increase Marketing Focus

The Bureau is excited to announce the newest member of the Dublin CVB Team, Allie Humes. Allie will serve as Marketing Coordinator and will assist Bureau staff as marketing initiatives continue to grow. Allie is a recent graduate of Otterbein University and has experience with several large Central Ohio companies and organizations including Ohio Health, Columbus Blue Jackets and the Columbus Crew SC. Allie will lead the Bureau's social media efforts, content creation, Irish experiences and more.

For the Record...

LODGING TAX

	Change
Year-to-Date Bed Tax.....	+2%

DUBLIN CVB MEASURES

Website Visits (% change YTD).....	+10%
Free Media Impressions (YTD)	2,797,743
Facebook Fans (% change YTD).....	+3%
Twitter Followers (% change YTD)	+9%
Instagram Followers (% change YTD)	+76%
YouTube Views (% change YTD).....	+39%
Fairy Door Trial Completions (YTD).....	1,387



Partner Preview: The Chiller

Looking for a place to cool off this summer? Glide across the ice and practice your best skating moves with a family trip to the Dublin Chiller. The Chiller offers youth and adult hockey leagues, skating classes, public skating, birthday parties and private group events. Plan your next outing to Dublin's coolest attraction. 7001 Dublin Park Drive. 614-764-1000. www.thechiller.com

DIF FREE TICKET PACKAGE EXPANDS TO BOOST SUNDAY STAYS

The Bureau is partnering with the Dublin Irish Festival to offer a Free Ticket Package to any festival attendee staying in a Dublin hotel. Participants will receive two free tickets for each night they stay in a participating Dublin hotel as well as other DIF memorabilia, with the goal of increasing overnight stays. In addition to the Free Ticket Package, the Bureau has created the Ultimate Summer Send-Off Package to couple Irish Festival Tickets with discounted Columbus Zoo and Zoombezi Bay Tickets to increase Sunday night stays after the final day of the festival.

