

# Bureau Biz

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



## Football University's Top Gun Camp Attracts Visitors Worldwide *Bureau Working to Secure Event for 2014 and Beyond*

More than 1,500 of the top prep and youth football players from across North America and abroad came to Dublin in July for Football University's Top Gun Camps. The invitation-only camps were held at Dublin Jerome High School and resulted in more than 4,500 room nights and millions of dollars of economic impact to the Dublin community.

Visitors came to Dublin from nearly every state and from countries such as Canada, England, Scotland and Germany. The Dublin Convention & Visitors Bureau, the City of Dublin, Dublin City Schools and Nationwide Children's Hospital Sports Medicine collaborated to attract both events to the City. "The City of Dublin, Dublin CVB, Jerome High School and all other entities involved did a tremendous job with executing our event and allowing All American Games to put on a first class Football University Top Gun event in their beautiful city," said Doug Berman, Chairman, All American Games. "The families attending FBU Top Gun were thoroughly impressed with Dublin and its hospitality."

There were two separate Top Gun Camps for high school and middle school athletes. Football University's instructional staff is made up of former National Football League coaches and athletes who qualify and determine the invite list. Every year, Top Gun promises to be the largest gathering and display of elite football players from across the nation in one location.

The Bureau is working with City partners to secure the event for 2014. "The Top Gun event far exceeded our expectations and, ultimately, became one of the largest events Dublin has ever hosted," said Scott Dring, Executive Director at the Bureau. "Events such as these not only generate millions of dollars for the local economy but showcase our great city to visitors from across the nation."



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## USAFL National Championship Comes to Dublin in 2014

Yet another international event will hold its event in Dublin next August -- The United States Australian Rules Football National Championship. After working collaboratively for more than a year, the Bureau and the City of Dublin secured the event to Dublin. The National Championship includes a variety of divisions for men and women and attracts clubs representing more than 40 cities across the United States. The event will generate more than 1,200 hotel room nights. "We are excited about Dublin serving as the host of our National Championship," said Doren James, President of the United States Australian Football League (USAFL). "We were extremely impressed with the City's facilities, passion and its past history of hosting world-class events."

## Briefs

### Dublin's Top 18 Golf Moments

To celebrate Dublin's remarkable golf history, the Dublin Convention and Visitors Bureau launched a contest to determine the Top 18 Most Memorable Moments in Dublin Golf History as a countdown to The Presidents Cup, October 1-6, 2013. The Bureau invites all residents, visitors and golf enthusiasts to cast their vote on what they believe to be the most memorable Dublin golf moment. Voting is available on the Bureau's website ([www.IrishisanAttitude.com](http://www.IrishisanAttitude.com)) and Facebook page (/DublinCVB). Everyone that votes will be entered to win two tickets to the final round of The Presidents Cup on Sunday, October 6. The results of the voting will be announced leading up to the first round of The Presidents Cup – one moment each day starting with number 18 on September 13 and concluding with the top moment on October 1. Visit the Dublin Convention and Visitors Bureau's Facebook page for a daily announcement of the Top 18 leaderboard.

### New Destination Video to Debut

To put a new spin on Dublin's Irish Attitude, the Bureau is in the process of shooting a new "music video" themed destination video to showcase the City of Dublin. The video will have an upbeat, lively and energetic feel with new shots of the area and of course, some Irish attitude. The video will feature a local Irish Band performing live in a local venue. We will utilize this video on our new website, via social media, in the Dublin Visitor Information Center, at trade shows and speaking engagements, etc.

## 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.

	2013	2012	Change
May/June	\$122,019	\$109,283	+11.6 %
Year-to-Date	\$287,483	\$275,285	+4.3 %

### HOTEL OCCUPANCY

	2013	2012	Change
Year-to-Date	61%	61%	0.0%

### DUBLIN CVB MEASURES

May/June Visitor Inquiries	1,091
Free Media Impressions (YTD)	1,791,020
YouTube Channel Views (YTD)	7,963
Web site Visitors (% change YTD)	+78%
E-Travel Club Members (% change YTD)	+90%
Facebook "Likes" (% change YTD)	+33%
Blog Visits (% change YTD)	+65%

### Partner Profile: Golf Club of Dublin

Have you ever imagined what it would be like to play a round of golf in Dublin, Ireland? Envision the rolling hills, stacked sod bunkers, glistening water and hand-stacked rock walls.

No need to cross the pond to make this vision a reality, The Golf Club of Dublin offers all of this and more! Created by world-renowned designers, this public course was constructed with the spirit of golf from the British Isles. The Golf Club of Dublin was the first of its kind in the Midwest with authentic links features. Book your tee time today! 614/792-3825



### CTA PROGRAM IMPROVING THE DUBLIN VISITOR EXPERIENCE

The Dublin CVB created a unique partnership with Experience Columbus that enhances the new Certified Tourism Ambassador Program (CTA) to include more information about the City of Dublin. The Experience-Dedicated Destination Program is designed to improve the visitor experience in an effort to make the destination more appealing to potential and existing visitors. The first three Dublin classes were all sold out with nearly 100 CTAs being awarded. The CTA Network has been a great asset to the Bureau to have knowledgeable, enthusiastic volunteers to staff events and share the Dublin story. Additional classes are scheduled for September 10 and 11. Register now at [www.joinuscolumbus.com/cta](http://www.joinuscolumbus.com/cta).

