

January/February 2022

Visit Dublin

DIGEST

News and Information from Visit Dublin Ohio

"We look forward to working with local stakeholders to create a vision that not only provides great facilities for events but tremendous amenities for our residents."

ATHLETIC EVENTS CONTINUE TO THRIVE, GENERATE REVENUE FOR DUBLIN

Sports Hotel Room Nights Increase 319 Percent

Attracting visitors that participate or attend sporting events in Dublin has been critical for the hospitality industry as corporate travel continues to be slow due to the pandemic. In fact, Dublin hotel room nights generated as a result of athletic events increased 319 percent in 2021 over 2000.

"Corporate travel has traditionally been the bread and butter of the Dublin market representing up to 60 percent of all overnight stays in the City," said Scott Dring, President & CEO at Visit Dublin. "The sports market and, in particular, youth tournaments have helped Dublin's Hospitality Industry survive over the past two years."

As corporate travel slowed because of the pandemic, Visit Dublin aggressively worked with current athletic events to ensure they continued and grew in Dublin as well as marketed and sold the City to new events. This past Fall, staff secured the Buckeye High School Rugby Invitational for June 2022 featuring 48 boys and girls teams from across the region. The event will be held at Darree Fields and will serve as a college showcase, attracting coaches and scouts from universities throughout the United States. The goal is to make this new tournament an annual event for the City of Dublin.

Another challenge is to ensure that current events held in Dublin remain in the City for years to come. In such a competitive marketplace, many cities continue efforts to lure current Dublin events away from the City. A few of the largest youth events in Dublin are the Nike Soccer Cup in April, which attracts 600 teams from across the

Midwest, and the Ohio Premier Soccer Championship in September, which attracts 250 teams.

Visit Dublin also works closely with the Ohio High School Athletic Association (OHSAA), which hosts numerous high school championships in the central Ohio region. These

events may not be held in Dublin, but staff promotes the City to attendees as a place to stay and eat during the various events. The Memorial Tournament presented by Workday is the City's largest annual event attracting nearly 4,000 hotel room nights and international media coverage.

"The greatest challenge we face in the future is that our competitors across the state and region continue to build new, state-of-the-art athletic facilities to attract events," said Dring. "We look forward to working with local stakeholders to create a vision that not only provides great facilities for events but tremendous amenities for our residents."



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Briefs

2022 PUBLICATIONS RELEASED

The 2022 *Destination Guide* and *Coupon Book* are now available! The guide serves as a valuable tool to showcase and market the City to potential visitors. The magazine-style guide includes several features on the City, a pull-out map and walking map of Downtown Dublin, dining suggestions and trails for every enthusiast from art to outdoors. View the digital guide at VisitDublinOhio.com. If you would like a supply of guides for your business or property, please contact Missy at MBurkett@VisitDublinOhio.com.



PARTNER PREVIEW: 1487 BREWERY

One of Visit Dublin's newest partners is just outside the City and offers a Bavarian-style craft brewery and scratch kitchen with taproom, biergarten and heated pavilion! Sample a giant pretzel with beer cheese while sipping on their award-winning beers. Host your next event big or small in the taproom or biergarten or attend one of their ongoing community events including live music, Oktoberfest, trivia and more. Visit 1487 at 7620 Industrial Pkwy, Plain City or visit 1487brewery.com.

GROUP TOURS BOOK FOR 2022

Group Tours have been quick to rebound and are booking in Dublin. Staff attended the American Bus Association Tradeshow in Grapevine, Texas in January and the Heartland Travel Showcase in Cleveland, Ohio in February. Hundreds of tour operators from all over the country attend these shows to determine the destination of their future bus tours. Staff had 58 one-on-one meetings with tour planners and the results are already showing. Two tours confirmed for 2022 including a trip for the 35th Anniversary of the Dublin Irish Festival and another group visiting in May from Michigan.



For the Record...

Top Instagram Post
Riverside Crossing Park
Ice Skating Rink



LODGING TAX

Change

Year-to-Date Bed Tax Revenue +160%

VISIT DUBLIN OHIO MEASURES

Nov./Dec. Website Visits (% change YTD).. +135%

Free Media Impressions (YTD) 9,159,836

Facebook Fans (% change YTD)..... +18%

Twitter Followers (% change YTD) +3%

Instagram Followers (% change YTD) +34%

YouTube Views (% change YTD)..... +3%

JESSICA REXER, DAVID BABNER, KOLLIN HANES, ROBERT RANC APPOINTED TO BOARD

Visit Dublin's Board of Directors announced four new members at last month's meeting. Jessica Rexer, Executive Vice President of Marketing & Communications at Crawford Hoying, was named attraction representative; David Babner, founder of M3S Sports, was named at-large representative; Kollin Hanes, General Manager of the Marriott Northwest, was named hotel representative; and Robert Ranc, Deputy City Manager at the City of Dublin, was named ex-officio. Additional Board of Directors include Gerrilyn Rozich (President), Dr. David Lee, Tim Lecklider, Amy Numbers, Rick Harrison Wolfe, Ron Jordan, Doug Baker, Dr. William Burke, Sharon Baker Magee, Betty Clark, Heather Ditty, Mike O'Malley, Dave Cecutti, Frank Willson, Nicolle Gomez Racey, Clay Rose, Craig Baldridge, Eric Belfrage, Phil Smith and Scott Dring.



"Visit Dublin Ohio is an economic driver for the City of Dublin attracting visitors and events that generate jobs and global awareness of Dublin."