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Visit Dublin

DIGEST

News and Information from Visit Dublin Ohio

USA BMX TO GENERATE \$3 MILLION IN ECONOMIC IMPACT

Unique, Creative Partnerships Drive Sports Tourism

“National events attract up to 2,000 athletes and a combined total daily attendance of the athletes and spectators of nearly 7,500.”

Visit Dublin, in partnership with Union County Tourism and the City of Marysville, has been awarded the Buckeye Nationals on August 16-18, 2024, at Marysville BMX. In June, the collaborative team submitted a comprehensive proposal to host a national event, which will be the first time a USA BMX National Event is held at the USA BMX sanctioned, Marysville BMX track.

National events attract up to 2,000 athletes and a combined total daily attendance of the athletes and spectators of nearly 7,500.

According to USA BMX officials, one racer is typically accompanied by at least three other individuals. Based on conservative estimates, the race is expected to generate 2,000 - 5,000 hotel room nights and an average of \$3 million in economic impact.

“The partnership between Visit Dublin and Union County was formed as event facility availability continues to be limited in the Dublin area,” said Scott Dring, President & CEO at Visit Dublin. “This is an example of a unique collaboration with our neighbors and how Visit Dublin staff creatively seeks new business without utilizing the City’s athletic facilities.” The event itself will be

held in Marysville but due to their city’s capacity, Dublin hotels, restaurants, shops and attractions will benefit from the large-scale event.

The American Bicycle Association owns and operates the USA BMX National Championship Series. A USA BMX National Event is part of an annual 30-race National

Series, which attracts competitors from across the U.S. and Canada. USA BMX has a 45-year history of running quality, family-friendly races across the nation and has seen worldwide growth and exposure to the sport with its inclusion in the 2008 Olympics.



Visit Dublin continues to work with other unique sporting events to fill Dublin hotels and support the hospitality industry. The Buckeye Classic USA Archery event returned to Dublin in late July for the fifth year. The event attracts more than 700 archers from across the United States and generates approximately 400 room nights for Dublin hotels. The event is looking at locations for their 2024 tournament and Dublin is among the top choices.

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Briefs

AD AGE RECOGNIZES VISIT DUBLIN'S REGIONAL CAMPAIGN

The newest iteration of Visit Dublin's regional campaign was named "Editor's Pick" for creativity in Ad Age. With more than 2 million unique monthly users, Ad Age is a daily must read covering the rapid changes taking place in media, retail, food and beverage, sports marketing, travel and more. The recognition noted "'You're in Luck' captures the ridiculous wholesomeness of the town 20 miles from Columbus."



DUBLIN PARK PASS ENCOURAGES EXPLORATION

The Dublin Park Pass in partnership with OhioHealth is back for summer fun in Dublin. Participants can sign up for the 2023 pass, visit 15 Dublin parks and win an exclusive Dublin Park Pass water bottle through the summer months. Users can also filter through all park amenities to navigate through Dublin's parks year-round. The updated pass launched on July 1 and has nearly 750 passholders that have generated 2,500 check-ins at Dublin parks. More than 80 water bottles have been earned and redeemed in the first month. The pass has been featured in local media on NBC 4, Columbus on the Cheap, *Dublin Life* and others.

GROUP TOURS FLOCK TO DUBLIN IRISH FESTIVAL

Visit Dublin markets and sells the Dublin Irish Festival as an annual attraction for motorcoach groups. This year, staff attracted six Bus Tours to Dublin for the week of the Dublin Irish Festival. Groups traveled from Ohio, Indiana, Michigan and Missouri. The Irish Festival has been named a Top 100 event for groups by the American Bus Association five times and continues to be a big draw for tour operators and their guests. Many operators that bring groups for the festival also plan additional tours to Dublin to experience more of the City.

For the Record...

Top Instagram Post
4th of July Fireworks



LODGING TAX

Change
Year-to-Date Bed Tax Revenue +15%

VISIT DUBLIN OHIO MEASURES

May/June Website Visits (% change YTD) -1%
Free Media Impressions (YTD) 486,519,127
Facebook Fans (% change YTD).....+7%
TikTok Followers (% change YTD) +1,419%
Instagram Followers (% change YTD) +31%
YouTube Views (% change YTD)..... +20%

PARTNER PREVIEW: THE CLUB AT CORAZON

Overlooking the Lakes and Tartan West, The Club at Corazon offers a variety of event space options. With meticulous attention to detail and design matched only by the stunning views, The Club at Corazon is perfectly suited to accommodate any event - from an impressive business meeting to an elegant wedding reception. A variety of space and setup options can be combined to create a unique, one-of-a-kind event, tailored to meet almost any need. Learn more about the Club at Corazon at clubatcorazon.com or call 614-504-5250.



"Visit Dublin enhances the Quality of Life for area residents by attracting visitor spending, consumer interest and entrepreneurial investment into the community."