

# Bureau Biz

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



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## Football University’s Top Gun Will Return to Dublin after a Successful First Year

### *Camps to Attract 1,500 Athletes from across the United States and Abroad*

The Dublin Convention & Visitors Bureau announced that it has secured the 2014 Football University Top Gun Camp – an invitation-only camp attracting the top 1,500 prep and youth football players from across the United States. The event will be held at Jerome High School July 17-23, 2014. Dublin hosted the 2013 camp that attracted visitors from nearly every state and from countries such as Canada, England, Scotland and Germany and resulted in more than 4,200 room nights for the City.



Dublin will also be hosting Football University’s 2014 Ohio regional camp, which will be held at Dublin Scioto High School on July 11-13, 2014. The Bureau, the City of Dublin, Dublin City Schools and Nationwide Children’s Hospital Sports Medicine collaborated to attract both events to the City of Dublin.

“After executing a great first-year event in Dublin, Ohio, All American Games is excited to bring Football University Top Gun back to Dublin. The support of the City of Dublin, Dublin CVB, Jerome High School, Nationwide Children’s Hospital, and all the other entities involved this year was tremendous,” said Doug Berman,

Chairman of All American Games. “Coupled with Dublin’s support, hospitality, and general attractiveness and appeal, our athletes, their families, and corporate sponsors all look forward to returning to what should be an even better FBU Top Gun event in 2014.”

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

The Dublin Convention and Visitors Bureau led the effort with the City of Dublin and Dublin City Schools to host the events. “We are pleased that the All American Games chose to bring their Football University camps back to Dublin,” said Scott Dring, executive director at the Dublin Convention & Visitors Bureau. “It will be exciting for the City of Dublin to host these prestigious events that will generate millions of dollars for the local economy while showcasing our great city to visitors from across the world.”

**Dublin**  
OHIO  
Irish is an Attitude.

## Briefs

### Bureau Honors the 2013 “Living the Irish Attitude” Award Winners

The Bureau recently announced the 2013 “Living the Irish Attitude” award winners, recognizing three local businesses that are embracing Dublin’s destination brand and slogan: “Dublin, Ohio – Irish is an Attitude.” The 2013 winners are Mezzo (for creating the Irish Family Sunday experience), Phoenix Bats (for creating the Irish-inspired green mini-bat engraved with a shamrock) and Jeni’s Ice Cream (for featuring Irish-inspired products such as “The Leinster” during The Presidents Cup).

To learn how your business can “Live the Brand” or to nominate a business for the 2014 award call 614-792-7666.

### New Winter Fun Package Offers Four Attractions

In an effort to drive overnight stays during the upcoming holidays, the Bureau is focusing its marketing efforts on a new winter package. The Winter Fun Getaway Package, which was launched November 16, allows visitors to book at a choice of Dublin hotels and receive discounted tickets to Mad River Mountain, the Dublin Chiller, the Columbus Zoo’s Wildlights and COSI. Families can build their own winter package based on their interests and the weather.

The Bureau will be running a targeted Facebook campaign promoting the winter package and is utilizing the Irish is an Attitude website, blog, social media efforts, Google ad words, e-blasts and looking for any creative opportunity to promote the getaway. The package will run through March 2, 2014. For more information or to book a package, visit [www.IrishisanAttitude.com](http://www.IrishisanAttitude.com).

### CLUB OHIO FALL CLASSIC GENERATES BIG BUSINESS

November 1-2, 214 teams brought more than 8,500 players, families and coaches to Dublin for the Club Ohio Fall Classic. This tournament, previously headquartered in Westerville, has been running for seven years and was moved to Dublin for the first time. “We felt the soccer facilities, resources like the Dublin Convention and Visitors Bureau, and overall accessibility to everything made Dublin a better decision,” said Sandy Poole, tournament organizer.

Teams came from Illinois, Kentucky, West Virginia, Michigan, Indiana and across Ohio and generated 960 room nights in Dublin. Club Ohio hopes to build upon the success of running the tournament in Dublin and looks forward to holding the event again November 8-9, 2014.

## 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
Sept/Oct	\$111,549	\$107,060	+4.1%
Year-to-Date	\$511,838	\$503,683	+1.6%

### HOTEL OCCUPANCY

			Change
Year-to-Date	64.2%	64.3%	-0.2%

### DUBLIN CVB MEASURES

Sept/Oct Visitor Inquiries	876
Free Media Impressions (YTD)	3,641,453
YouTube Channel Views (YTD)	8,451
Web site Visitors (% change YTD)	-3.5%
E-Travel Club Members (% change YTD)	+60%
Facebook “Likes” (% change YTD)	+39%
Twitter Followers (% change YTD)	+33%

### Partner Profile: Creative Vacations & Cruise Centers



It’s getting cold in Dublin and is a perfect time to start thinking about a vacation to warm up. Whether you’re going on a family vacation, honeymoon or group trip let Creative

Vacations do the heavy lifting. With more than 100 combined years in the travel industry, this family-owned travel agency can make your dreams a reality. All you have to do is choose your destination and leave the rest up to the pros. Work with Creative Vacations today to make memories together. Go to [www.creativevacations.com](http://www.creativevacations.com) or call 614-588-8880 to start the trip of a lifetime!

