

Business leaders must be tourism ambassadors

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The Dublin Chamber of Commerce is calling on Dublin's business leaders to become 'ambassadors' for business tourism in the city.

Dublin is set to host an international health conference this June, which the Dublin Chamber is estimating will bring in an additional €1.6m for the Irish economy.

Over 1,000 delegates from 44 countries are due to attend the Health Technology Assessment International conference in Dublin between 6-9 June.

Dublin Chamber is estimating that around 40pc of the estimated €1.6m the conference is set to bring in for the economy will be spent on accommodation.

Other winners from conferences are usually restaurants and pubs, which normally get a 25pc of the monies, while retailers can generally expect a 20pc share.

Business tourism ambassadors

In light of these figures, the Dublin Chamber is calling on Dublin's business leaders to help attract other international conferences to Dublin - in other words to become 'ambassadors' for business tourism.

"Business tourism is big business. Globally, there are over 3,500 business association conferences held each year, spending between €0.5m to €20m each," said Gina Quin, Dublin Chamber chief executive.

"Dublin's ability to attract business tourism is through the experience not only of the organisers but of the attendees, who themselves are senior decision-makers in their countries, sectoral groups and businesses. Dublin's goal should be to make all of these attendees into champions for Dublin as an international destination for such conferences," she said.

According to Quin, the Government, businesses and citizens need to work together to ensure that events such as the upcoming international health conference become a weekly part of the Dublin events calendar.

"Despite the economic downturn, international business associations still need to hold annual conferences to bring their members together. Ireland needs to leverage off those who visit, as in the case of this conference, but also those Irish representatives on the boards of international organisations to champion Dublin and other Irish cities as a destination for these conferences," she added.