

Recruiting 'Ambassadors' for Ireland's Business Tourism

Dublin Chamber welcomes major international health conference

Dublin will host a major international health conference from 6th to 9th of June, attracting over 1,000 attendees from 44 countries. The Health Technology Assessment International conference will offer a significant boost to the Irish economy, bringing in an estimated €1.6 million. Dublin Chamber estimates that the largest element of this spending will be on accommodation which on such conferences represents 40 per cent of their spending. Other winners from these conferences are restaurants and pubs with a 25 per cent of benefit going to them and retailers who can expect 20 per cent.

Dublin Chamber is calling on Dublin's business leaders to help attract other international conferences to Dublin, 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."

Ms Quin says that Government, businesses and citizens need to work together to ensure that such events 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. Dublin Chamber is working with Dublin Tourism and Tourism Ireland to achieve this in the future."

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About Dublin Chamber:

Dublin Chamber is the largest chamber of commerce in Ireland with over 1,300 member companies. It is the most representative and broadly-based business group in the Greater Dublin Area, providing representation and networking services. Its policy work focuses on developing the Dublin region's infrastructure & transport, promoting competitiveness and improving local governance. Dublin Chamber is also one of the oldest chambers of commerce in the world, tracing its origins back to 1782.