

Georgia Tech to ‘touchdown’ at Clayton Hotel Burlington Road as Clayton Hotels continue Aer Lingus College Football Classic partnership

Highly anticipated American Football series set to inject €100M into Irish economy

June 25th, 2024: Clayton Hotels, the official hotel partner of the Aer Lingus College Football Classic series, is ready to offer its personal blend of Irish hospitality to the Georgia Tech Yellow Jackets when they ‘touchdown’ in Dublin this August.

The 2023 Gasparilla Bowl Champions are taking part in this season’s Aer Lingus College Football Classic at the European home of college football – Dublin’s Aviva Stadium on August 24th.

And, during their time in Ireland, Dublin’s Clayton Hotel Burlington Road will host the team. Other Clayton Hotels throughout Dublin will host fans and college alumni travelling from America to watch the match. Game Ambassadors for the Aer Lingus College Football Classic will also have the opportunity to experience Irish hospitality as Clayton Hotels play host to some important VIP’s including Phoebe Schecter, former NFL coach and Sky Sports NFL Pundit.

With an expected 24,000+ international travelers visiting Ireland, the Aer Lingus College Football Classic is set to inject a massive €100 million into the Irish economy.

Clayton Hotels is part of Dalata Hotel Group, the largest hotel operator in Ireland which has a growing presence in the United Kingdom and continental Europe. It’s the third consecutive year Clayton Hotels has hosted a college football team for the Aer Lingus College Football Classic.

The highly anticipated season opener will see the Yellow Jackets face off against Atlantic Coast Conference champions, the Florida State Seminoles.

The game will feature potential NFL stars, including Kerry man, David Shanahan from Castleisland as Georgia Tech’s Punter. Georgia Tech Quarterback Haynes King, Running Back Jamal Haynes and Safety LaMiles Brooks, are also expected to attract millions of TV viewers.

It will be broadcast in America on ESPN immediately after the conclusion of the well known ESPN College GameDay show which will also broadcast live from Dublin. This marks the first time that college football’s premier pregame show is broadcasting from outside the United States. Sky Sports will show the game to audiences in Ireland and the United Kingdom.

This is the first time Florida State University have ever travelled to play outside the US, and both FSU and Georgia Tech are thrilled to accept the invitation to open the 2024 college football season in Dublin.

With big support expected for both teams, the series principal stakeholders are Aer Lingus, Fáilte Ireland, Tourism Ireland and Dublin City Council.

Phillip O'Neill, Group General Manager, Dublin, Dalata Hotel Group said: *"We're delighted to continue our successful partnership with such a great event. Dalata Hotel Group is the heart of hospitality, and we cannot wait to showcase Clayton Hotels' famous blend of personable hospitality to both the players and staff at Georgia Tech and US visitors who are expected to stay, on average, for seven nights to experience Ireland and enjoy this game".*

"The event brings so much colour to the city and there is an electric atmosphere ahead of the games. As each year goes by more and more local people are really getting caught up in the buzz and enjoying the games."

Brendan Meehan, Commercial Director of the Aer Lingus College Football Classic, said: *"We are delighted to continue our partnership with Clayton Hotels and we are excited about the opportunities this partnership continues to offer us. We have developed a wonderful relationship with Dalata Hotel Group that complements the offering of other private partners, including our title sponsor Aer Lingus. As with previous teams that have stayed in Clayton Hotel Burlington Road, we know that Georgia Tech will experience the very best in Irish hospitality and professionalism."*

The Official Aer Lingus College Football Classic App is now available for download. The App will provide users access to a rich resource of content at the touch of a button and is a must have for all those looking to get involved with the fun and excitement that surrounds the Aer Lingus College Football Classic. Download now at <https://collegefootballireland.com/>

With limited hospitality tickets remaining for this year's game, book your tickets now at visit [Ticketmaster.ie](https://www.ticketmaster.ie)

To find out more about Clayton Hotels and their exclusive offer for the Aer Lingus College Football Classic, visit www.claytonhotels.com

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About the Aer Lingus College Football Classic

The Aer Lingus College Football Classic game series is a successful and proactive public private collaboration. Last year's game was worth €180m and the initial five game series is estimated to be worth well in excess of €500m as per Grant Thornton and Fáilte Ireland. This investment will prove a timely and welcome boost to the Irish hospitality and tourism industries over the next number of years. Whilst these games will greatly benefit Ireland, the "Much More Than A Game" initiative in association with the series will also help to further showcase the strength of Irish American

bilateral relations. The games offer huge publicity potential, practical economic benefits, and a genuine expression of the close ties between Ireland and the U.S. 118,000 US visitors are projected to travel to Ireland over the course of the series with a further 24,000 + from Europe.
www.collegefootballireland.com

About Dalata Hotel Group

Dalata Hotel Group plc is a leading hotel operator backed by €1.7bn in freehold and long leasehold assets in Ireland, the UK & Continental Europe. Established in 2007, Dalata has become Ireland's largest hotel operator with an ambitious growth strategy to expand its portfolio further in excellent locations in select, large cities in the UK and Continental Europe. The Group's portfolio comprises 56 primarily four-star hotels operating through its two main brands, Clayton and Maldron Hotels, with 12,094 rooms and a pipeline of 871 rooms. For the year ended 31 December 2023, Dalata reported revenue of €607.7 million, basic earnings per share of 40.4 cent and Free Cashflow per Share of 59.7 cent. Dalata is listed on the Main Market of Euronext Dublin (DHG) and the London Stock Exchange (DAL). For further information visit: www.dalatahotelgroup.com