



FOR IMMEDIATE RELEASE

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Tweet: @VisitLubbock & @Lubbock Sports Announce Four Major Bids Won for the “Hub City.” See [here](#) for the details.

Visit Lubbock & Lubbock Sports Announce Four Major Bids Won for the “Hub City” with an Estimated Economic Impact of More Than \$4.4 Million

(LUBBOCK) – Visit Lubbock and Lubbock Sports announced the successful recruitment of four major events which will result in a combined estimated economic impact of \$4.4 million and 14,500 room nights.

Due to the success of hosting the NJCAA Division I Women’s Basketball Championship, the NJCAA selected Lubbock as the site for the championship through 2021. Lubbock Sports estimates the event will have an economic impact of \$1.2 million annually, bringing in 2,000 attendees and 4,000 room nights each year to the “Hub City.”

“Lubbock Sports and the community’s support for women’s basketball, as well as the friendly faces of West Texas, led the NJCAA to select Lubbock as the site for the Division I Women’s Basketball Championship,” said Joe Tubb, tournament chairman. “Lubbock Christian University provides a perfect facility with a dedicated staff, and the many hotels, restaurants and other amenities in Lubbock provide an easy and first-class stay for all who attend.”

At the press conference, Visit Lubbock announced that Connect Texas, an educational, annual conference and tradeshow for meeting and event planners, will be hosted in the “Hub City” November 6-8, 2018. It is estimated that 235 people will attend the event with half of the attendees being meeting planners.

Connect Texas will bring an estimated 600 room nights to Lubbock and an economic impact of \$160,000. Event officials have never hosted Connect Texas outside of the state’s five largest cities, but they are excited for a large group of meeting planners to explore Lubbock’s facilities and venues.

“Our partners in Lubbock will show our attendees what true Texas hospitality is all about,” said Chris Collinson, president of Connect. “We look forward to creating bigger and better relationships between planners and suppliers during our unique marketplace appointments.”

Visit Lubbock also announced that the State Firefighters' & Fire Marshals' Association of Texas will return to Lubbock for their annual training from June 11-16, 2020. The group last met in the “Hub City” in 2014. Due to their great experience previously, members voted to host the event in Lubbock because of the quality of facilities and venues available.

An estimated 750 people will attend the training accruing 1,300 room nights with an impact of \$406,770 to the Lubbock economy.

“The City of Lubbock always welcomes our firefighters from around the state with a warm smile and open arms,” said Tim Smith, West Carlisle fire chief and emergency medical services director. “Lubbock is the friendliest city in the state of Texas, and we are lucky to be able to hold our 2020 Training Conference and Convention in Lubbock.”

In addition, Visit Lubbock announced the National World War II Glider Pilots Association will host their 48th reunion in Lubbock. After a successful event in Lubbock in 2010, the membership unanimously voted to return to the “Hub City,” where the association’s chairman, a World War II glider pilot, was trained.

“It is the wish of our association chairman, Otto Lyons, age 94, to return to the place he trained, and where he met his wife, Nadine, a Lubbock girl and a Texas Tech graduate,” said Mary Roemer, reunion planner for the National World War II Glider Pilots Association.

Roemer also noted the Silent Wings Museum pays tribute to the former South Plains Army Base, one of the few training facilities for glider pilots during World War II, having trained 6,000 glider pilots. Now, less than 200 glider pilots are living.

The event, set for October 2018, will bring in 150 - 200 attendees generating 600 room nights with an estimated economic impact of \$187,740.

John Osborne, president and CEO of Visit Lubbock and Lubbock Sports, said the Visit Lubbock and Lubbock Sports Teams continue to tell Lubbock’s story and encourage planners to experience the “Hub City.”

“From national competitions like the NJCAA to statewide conferences like the State Firefighters' & Fire Marshals' Association, Lubbock welcomes nearly 6 million visitors a year who come to experience a Texas hospitality that is second to none,” Osborne said. “With the redevelopment of downtown and the expansion of cultural attractions and experiences, our city offers visitors a true destination experience.”

About Visit Lubbock and Lubbock Sports

Visit Lubbock is Lubbock’s official Convention & Visitors Bureau, charged with increasing the activity of leisure, sports, meeting and convention travel to Lubbock. Since 2004, Visit Lubbock and Lubbock Sports have booked more than 4,925 events or conventions, resulting in 5.91 million visitors, 1.5 million room nights and \$461.4 million in direct economic impact to the Lubbock area. For more information, or to receive a free Visitor’s Guide, please call 800.692.4035 or go to VisitLubbock.org. For our latest events, check out our Facebook page at [Facebook.com](https://www.facebook.com/visitlubbock) and search for Visit Lubbock and/or Lubbock Sports.

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