



2013: Year in Review

Dublin™

Convention & Visitors Bureau

OHIO

Irish is an Attitude.

Take a tour around
The Links of Dublin and
enjoy the **Dublin Convention
& Visitors Bureau's** Top 18
accomplishments of 2013

The Links of Dublin (est. 1988)

People in our places, feet on our streets, heads in beds

Bus tour attendees
experienced **100**
Irish experiences

Top Gun Football
Camp attracts
1,500 athletes

90% increase in
unique website visitors

Facebook fans
increase
128%

Blog visitors increase **60%**;
Twitter followers **26%**

Leisure packages break
annual room
night records

The Presidents Cup
is Dublin's largest event –
6,192 room nights

One of only **182**
worldwide CVBs
to be accredited

300+ leads
through Group
Tour co-ops

45%
increase
in views
on DCVB
Youtube
page

200+ receive Certified
Tourism Ambassador designations

12 PRism, Ruby
and Middy Awards

Irish Experience Grant
Program creates **25**
new experiences

36
SMERF
market
leads

Launched **Top 18**
moments in Dublin
golf history campaign

129 appointments
with national tour
operators

New award-winning
website, mobile site

1,200+ views of
new Destination Video
in December alone



The 19th Hole



What to Expect in 2014

- Bureau secures U.S. Australian Rules Football National Championship
- Top Gun Football Camp returns to Dublin
- New Dublin CVB print campaign launched
- Dublin hosts Football University's Regional Football Camp
- Bureau expands Ohio High School Athletic Association partnership
- DCVB offers new leisure packages



Board of Directors

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Samantha Kennedy, *SMERF & Group Tour Sales Manager*
Katie Rich, *Visitor Experience Specialist*



DublinTM

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Dublin Convention & Visitors Bureau

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