

September/October 2017

Bureau Biz

News and Information from the Dublin, Ohio Convention & Visitors Bureau—Where Irish is an Attitude

TRAIL EXPERIENCES SHOWCASE CITY'S TOURISM ASSETS

Celtic Cocktail Trail to Build on Fairy Trail Success

"Creating these distinctive trails in Dublin helps us promote our great product and generate business for local merchants."

The Dublin Convention & Visitors Bureau is capitalizing on the industry's latest trend across the nation to create "Trail" experiences for visitors to discover the local tourism product. Building upon the highly successful Fairy Door Trail, created last year, the Bureau will launch a new Celtic Cocktail Trail in January with the goal of attracting visitors and their travel dollars to the City of Dublin.

"From Ale Trails to Donut Trails, cities are finding new and exciting ways to showcase their best assets to visitors and residents while driving awareness and visitor dollars to their destinations," said Scott Dring, executive director at the DCVB. "Creating these distinctive trails in Dublin helps us promote our great product and generate business for local merchants."

The Bureau launched the nation's first Irish Fairy Door Trail last year partnering with a Dublin, Ireland-based Fairy Door Company, who debuted their new product in the U.S. with Dublin, Ohio serving as the headquarters. The Trail experience leads visitors and residents throughout Historic Dublin in search of tiny Irish Fairy Doors, which are

distributed throughout unique retail shops and each given a name as part of the trail. Visitors and residents are invited to pick up a passport and find all the resident fairies to redeem a free, branded t-shirt provided by the Bureau. To date, the Trail has hosted more than 2,100 people from 40 states and four countries and local retail shop owners have stated that the trail has made a direct impact on their traffic and sales. "We had plans to visit Easton or Polaris, but found this fun Trail for the kids," said a resident from Hilliard. "I had no idea there was so much to do in Downtown Dublin - we'll be back."



Building on the success of the Fairy Door Trail, The Bureau created a new restaurant-focused trail experience - the Celtic Cocktail Trail. With Dublin's dining scene booming, the Celtic Cocktail Trail will act as a guide for visitors and residents to explore Dublin restaurants and sample a unique Celtic Cocktail at each stop.

Participants in the Trail will include experiences across the entire city including Tucci's, Matt the Miller's, Dublin Village Tavern, Bogey Inn, 101 Beer Kitchen, The Pint Room, J. Liu, Ram Restaurant and Brewery, Mezzo and others. The Trail is set to launch in early 2018.



www.visitdublinohio.com



Briefs

National Conference Secures Leads

Each year, Bureau sales staff attend over ten tradeshows and conferences to secure new business for Dublin. In August, Bureau staff attended Connect Marketplace and met with more than 75 Corporate and Specialty national and regional meeting planners. More than 3,500 meeting and event planners met for this three-day event focused on pre-set appointments, planner/supplier round tables and quality networking opportunities. Request for proposals have already been sent to Dublin hotels for the Phi Kappa Theta Regional Conference in 2018 and the POMC Annual Convention in 2020, with several others forthcoming.

New Irish Entertainment Series Builds Visitor Experience

The Irish Experience Grant Program is getting revamped after a successful five years generating more than 100 new authentic Irish experiences to reinforce the "Irish is an Attitude" brand and provide authentic Irish experiences for visitors. The Bureau is enhancing the program by converting the grant program to an "Irish Entertainment Series" with local businesses hosting Irish music, dancers and other live performances throughout the year. Dublin businesses are invited to apply for the Irish Experience Grant to host a ShamROCKin' Irish Entertainment session at their property. The Bureau will brand and promote the series to visitors and residents looking for an authentic Irish experience in Dublin. A full calendar of events will be released in March and will run through 2018 with performances taking place all over the City.



For the Record...

LODGING TAX

Change
Year-to-Date Bed Tax..... -1%

DUBLIN CVB MEASURES

Website Visits (% change YTD)..... +43%
Free Media Impressions (YTD) 488,581
Facebook Fans (% change YTD)..... +3%
Twitter Followers (% change YTD) +4%
Instagram Followers (% change YTD) +36%
YouTube Views (% change YTD)..... +33%
Fairy Door Trail Completions (YTD)..... 2,176

Partner Preview: Dublin Village Tavern

The Dublin Village Tavern is a local favorite offering a pub setting with an Irish atmosphere. Their extensive menu includes traditional favorites like the Geri's Mac & Cheese and the Tavern Burger, alongside Irish Approved items like the Irish Kettle Dinner and Fish and Chips. The Tavern is known for their friendly, neighborhood bar and large selection of Irish whiskey. Visit the Dublin Village Tavern "where locals gather, and visitors are always welcome" at 27 South High Street in Historic Dublin or browse the menu at www.thedublinvillagetavern.com. 614-766-6250.

DUBLIN CVB SHINES BRIGHT IN STAR AWARDS

Competing against convention and visitors bureaus from across the State of Ohio, the Bureau earned six "STAR" Awards for excellence in tourism marketing from the Ohio Association of Convention & Visitors Bureaus (OACVB) at its annual conference. The Bureau received first place awards for its Downtown Dublin video and Destination Dublin e-newsletter. Second place STAR's were awarded for the Bureau's Blog, VisitDublinOhio.com Website, Dublin Irish Festival Social Media Campaign and Destination Guide.

