

Bureau Biz

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

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Scott Dring,
Executive Director
at the Bureau

Dublin
OHIO
Irish is an Attitude.

Dublin's Transformational Change Provides Great Opportunity to Attract Future Visitors

Dublin CVB in position to help Dublin tourism reach new heights

A transformational change is occurring in the City of Dublin that will provide an even greater opportunity to attract visitors to the City and the tens of millions of dollars they spend in the community every year. The change includes the development of Bridge Park and the infrastructure surrounding the area, Bridge Park West, two new hotels and an Event/Conference Center, a new community wayfinding system and the 270/33 Interchange Project.

The Dublin Convention and Visitors Bureau has been in the forefront of all these projects from the initial stages that will ultimately help grow the more than 2.6 million visitors that come to Dublin every year for business and leisure purposes. “Our City leadership had great vision and leadership with these projects helping to secure the future success of Dublin for generations to come,” said Scott Dring, Executive Director at the Bureau. “We are excited to market and sell these new products to the entire world.”

In anticipation of this catalytic change in Dublin's community, Bureau leadership took numerous aggressive and proactive steps over the past several years. After

nearly a year of in-depth research and analysis, the Bureau released its 2015-18 Strategic Plan and Business Review that serves as a roadmap for staff. The outcome of the strategic planning process included the reshaping of the organization's Mission, Vision and Mantra, development of an updated organizational SWOT analysis, identification of key organizational risk areas, establishment of overarching goals, measurements and strategies and the development of six strategic focus areas for community impact.

Other strategies Bureau staff are implementing includes the collaboration with the City of Dublin and Bridge Park developers on creating a

cohesive communication strategy for visitors, incorporating the new hotels and meeting facilities in current sales materials and making sure meeting planners – who work years in advance in booking shows – are aware of the new product coming to Dublin. In addition, staff continues to work closely with City staff on the new wayfinding system which will be implemented throughout Bridge Park, Historic Dublin and the City in the coming years. For more information on upcoming development, visit www.bridgestreet.dublinohiousa.gov.



Briefs

Bureau Partners with Bloggers to Increase Reach

As part of the 2015-16 Sales & Marketing plan, the Bureau is working to build relationships with travel bloggers with varying interests to expand upon the earned media impressions and overall awareness of Dublin as a destination. Since July, the Bureau hosted 13 travel bloggers and has gained creative, lasting content and social reach as a result. This program has also proven as a great added benefit for partner businesses to reach their respective niche audiences by partnering to host writers.

Bureau Awarded Top Social Media Campaign and Newsletter in the State

Competing against convention and visitors bureaus from across the State of Ohio, the Bureau earned two "MIDDY" Awards for excellence in tourism marketing from the Ohio Association of Convention & Visitors Bureaus (OACVB) at its annual conference in Gahanna. The Bureau competed against Convention and Visitors Bureaus from Columbus, Cincinnati, Cleveland, Canton, Akron and others. The Bureau received a first place award for its Social Media Campaign promoting Dublin's St. Patrick's Day and a first place award for its Bureau Biz Newsletter. The annual MIDDY award competition honors convention bureaus for outstanding marketing materials that help to increase tourism awareness locally, regionally and/or nationally.



SCOTT DRING TO SPEAK AT NATIONAL CONFERENCE

Bureau Executive Director, Scott Dring, will present the success story of the Dublin CVB's Destination Brand and its evolution over the years as the keynote speaker at the Social Media Tourism Symposium, known as SoMeT, which is the only conference of its kind that provides an opportunity for destinations and tourism businesses to share ideas and learn how to leverage social media within the tourism industry. SoMeT is tailored to destination marketing professionals from national organizations, regional boards and city tourism offices.

For the Record...

LODGING TAX

These figures reflect the Dublin CVB portion (25 percent) of the hotel/motel tax, allocated to the Bureau by the City of Dublin's Division of Taxation.

	2015	2014	Change
July/August	\$156,483	\$128,136	+22.1%
Year-to-Date	\$475,201	\$433,616	+9.6%

DUBLIN CVB MEASURES

July/August Visitor Inquiries	356
Free Media Impressions (YTD)	651,848
Web site Visitors (% change YTD)	+11%
E-Travel Club Members (% change YTD)	+4%
Facebook "Likes" (% change YTD)	+114%
Twitter Followers (% change YTD)	+15%
YouTube Channel Views (% change YTD)	+27%

Partner Preview: Rusty Bucket

A neighborhood favorite is one of the Bureau's newest partners. The Rusty Bucket is the perfect spot for the entire family to enjoy a meal made with the freshest ingredients. Savor a familiar favorite or try a "Blue Plate Special", house made pizza, or a hand-pattied burger. Order a party platter and serve bucket favorites at your next gathering. For a full menu, visit myrustybucket.com/dublin. 6726 Perimeter Loop Drive. Dublin, OH. 614/889-2594.

