

November/December 2018

# Bureau Biz

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

## DOWNTOWN DUBLIN BECOMING A FAVORITE FOR VISITORS

*DCVB Marketing the Area as a World-Class Destination*

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Historic Dublin has long been a great destination for the City’s residents and visitors offering a distinctive vibrancy with restaurants, shops, pubs and events. The addition of Bridge Park with a carefully crafted vision from City Leadership created a truly unique and one-of-a-kind world-class destination that will generate jobs and economic impact for the City for years to come.

The Dublin Convention & Visitors Bureau implemented a strategy even before ground broke at Bridge Park to market and position Historic Dublin and Bridge Park as one destination and branding it as Downtown Dublin. “The response from visitors and meeting planners has been overwhelmingly positive,” said Scott Dring, executive director at the Bureau. “The Bureau has attracted new conferences, events and bus tours to Dublin that would have not come if it was not for the new Downtown Dublin.”

Staff collaborated with Crawford Hoying to secure a Honda R&D event in November that attracted 1,200 people to Downtown Dublin and generated more than \$110,000 for the local economy. The Ohio Bankers League will use all of Downtown Dublin for its annual conference next year with the overnight rooms at the AC Marriott, meetings at the Exchange and evening

receptions and dinners at Mezzo, Tuccis and other restaurants.

Bureau staff also secured more than 50 bus tours from 15 states to Downtown Dublin in the past two years. These group tours, which consist of 40-50 people on each bus, select their destinations based on uniqueness, walkability, ample restaurants and shopping and Downtown Dublin has fit the bill.

In addition to attracting new business to the area, staff is focused on marketing Downtown Dublin throughout the Midwest. Efforts include creating multifaceted regional and in-state campaigns, social media marketing, hosting travel writers and influencers, creating video and photo assets, creating and managing experiences such as the Irish Fairy Door Trail and more. The Bureau also formed a unique collaboration called the Downtown Dublin Strategic Alliance that united stakeholders from Historic Dublin and Bridge Park helping to leverage marketing and sales efforts.

“Visitors love Downtown Dublin now and interest will only grow with the addition of the pedestrian bridge, Riverside Crossing Park, events and more,” said Dring. “The Bureau’s sales and marketing efforts will continue to aggressively sell the area to attract visitors and ensure the future success of this world-class destination.”



[www.visitdublinohio.com](http://www.visitdublinohio.com)



# Briefs

## Email Campaign Grows Subscribers by 64 Percent

The Bureau executed an email re-engagement campaign to increase e-travel club subscriptions and engagement. The strategy was formed using findings from surveying the current subscriber base the showed more than 97 percent of the E-travel club subscribers enjoy the monthly e-newsletter and 30 percent believe the e-newsletter significantly increased their likelihood to take a trip to Dublin. After redesigning the monthly template, a campaign was created to attract new subscribers through a sweepstakes fueled by paid social ads. The "Dublin Getaway Giveaway" resulted in nearly 5,000 new subscribers and over 443,000 impressions, increasing the total subscriber database by 64 percent.

## Inaugural Co-Op Success Expands 2019 Program

After a successful first year of the Bureau's co-op program, and selling out of all opportunities, the 2019 opportunities have been released. This program was created to offer partners affordable advertising opportunities beyond print. New this year, the Bureau is offering paid Facebook advertising and sponsored digital content on OhioMagazine.com. The program will also bring back the popular video creation and distribution option to assist partners in creating high quality, produced video to showcase their business or event.



## For the Record...

### LODGING TAX

	Change
Year-to-Date Bed Tax.....	+5.5%

### DUBLIN CVB MEASURES

Sept./Oct. Website Visits (% change YTD) ..	+242%
Free Media Impressions (YTD) .....	4,525,468
Facebook Fans (% change YTD).....	+19%
Twitter Followers (% change YTD) .....	+0.5%
Instagram Followers (% change YTD) .....	+26%
YouTube Views (% change YTD).....	+27%
Fairy Door Trail Completions (YTD).....	3,696

## Partner Preview: Kilwins

The sweetest shop in Bridge Park offers hand-dipped chocolate, homemade fudge, original recipe ice cream, brittle, caramel apples and more. Upon entering Kilwins, you will be hit with the smell of their many sugary confections. Look to your left to observe through a glass divider as they make their products in-store. Kilwins makes the perfect gifts with custom candy boxes, baskets and holiday themed chocolates. Visit Kilwins at 4549 Bridge Park Ave or call 614-389-0575. [www.kilwins.com](http://www.kilwins.com)

## MEETINGS CAMPAIGN GENERATING REGIONAL BUSINESS

In October, staff hosted the 2018 "Dublin Your Luck" Meetings Marketing Giveaway winner on an exclusive Dublin site visit. This successful campaign continues this year using targeted email and Facebook marketing to attract new, regional meetings to Dublin. To date, this year's efforts have generated nearly 20 new leads. Meeting planners with NADD, Carpenter Technology and Linde Hydraulics are among those interested in bringing future meetings to Dublin. In addition to marketing efforts, sales staff will attend five tradeshow and meet with nearly 125 meeting planners throughout the year.

