

November/December 2014

Bureau Biz

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



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Dublin
OHIO
Irish is an Attitude.

Brand Enhancement Program Builds Upon Success, Creates Unique Visitor Experience

The Bureau continues to grow its successful and unique Irish is an Attitude Enhancement Program that was created to build upon Dublin's unique brand and help enhance the visitor experience. Now in its third year, the Irish Experience Grant Program has more funding than ever before. Over the past two years the Bureau, in partnership with The City of Dublin, has distributed \$30,000 in grant monies to Dublin businesses interested in bringing an Irish experience to their establishment. The program has created a total of 62 new Irish experiences from 20 local organizations.

Since its inception, businesses have hosted Irish bands, Irish cooking classes, Irish story tellers, Irish dancers and more. In 2015, the Bureau will offer \$25,000 in grant monies to create a year-round calendar of Irish experiences for visitors to enjoy while in Dublin. For more information on the grant program and to apply, visit www.IrishisanAttitude.com/partners.

Along with year-round Irish experiential offerings, Dublin's Irish Approved Business program—businesses that offer Irish-inspired products and services year-round—has grown to include nearly 20 businesses for visitors to get a taste of Irish attitude while in town. Some Irish Approved offerings include Graeter's Shamrock Sundae, Holiday Inn Express' Irish brogue wake-up call, Dublin Village Tavern's Irish Egg Rolls and more. As the number of Irish Approved Businesses

continues to grow, the Bureau looks for new ways to promote them.

New this year, visitors can take a virtual tour of all Irish Approved Businesses with the Irish Approved Story Map. This map also serves as a mobile guide while walking or driving around the city. In addition to the story map, all Irish Approved Businesses are clearly marked throughout the 2015 Dublin Visitor & Event Planning Guide with a special shamrock emblem and embellished on the Bureau website with an "Irish Approved" green badge.

To support these initiatives and to showcase Dublin as THE Irish destination in the Midwest, the Bureau will be implementing a St. Patrick's Day social media campaign. This winter campaign will spotlight all of our Irish Approved Businesses and experiences while promoting Dublin as a "can't miss" weekend destination for St. Patrick's Day. The campaign will be targeted to consumers in drive markets that are already interested in Irish fun. One lucky winner will win a St. Patrick's Day weekend getaway to experience Dublin's Irish Attitude firsthand.



www.IrishisanAttitude.com

Briefs

USAFL Brings Football, Shepherd's Pie and Economic Impact

Dublin hosted the 2014 United States Australian Football League National Championship this past October. The event attracted 40 teams from the U.S. and Canada, along with one of Australia's own teams. Spectators got to watch the games for free at Darree Fields or online via live stream, exposing Dublin to a global audience. The two-day tournament generated 856 Room Nights at Dublin hotels and tens of thousands of dollars in economic impact.

Bureau Announces the 2014 Living the Irish Attitude Awards

The Bureau announced its 2014 "Living the Irish Attitude" award winners, recognizing those local businesses and individuals that are embracing Dublin's destination brand and slogan: "Dublin, Ohio - Irish is an Attitude." The following were selected as recipients of the 2014 award:

Homewood Suites: For creating the "Irish is an Attitude" Getaway Package that includes an Irish-themed gift basket comprised of local Irish Approved products; Dublin Life Magazine: For featuring Irish-themed stories and photos throughout the year; Sandra Puskarcik: For working to establish and build upon the "Irish is an Attitude" brand throughout the City.



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.

	2014	2013	Change
September/October	\$122,872	\$111,549	+9.2%
Year-to-Date	\$556,489	\$521,742	+6.2%

DUBLIN CVB MEASURES

September/October Visitor Inquiries	764
Free Media Impressions (YTD)	1,460,768
Web site Visitors (% change YTD)	+32%
E-Travel Club Members (% change YTD)	+25%
Facebook "Likes" (% change YTD)	+308%
Twitter Followers (% change YTD)	+14%
YouTube Channel Views (% change YTD)	+46%

Partner Profile: Chelsea Borough Home

New to Dublin in August, Chelsea Borough Home is the perfect place to find unique gifts and home accents. The quaint little shop features vintage pieces, work by nine local artists, and trendy home décor items such as seasonal decorations, lamps, wall art, picture frames, candles, accent chairs, end tables, clocks, and much more. Spruce up your own home with products you won't find anywhere else. Stop in next time you are in the Historic Dublin District. 54 S. High Street. 614-389-2444.



ATTRACTING LEISURE VISITORS IN SHOULDER SEASONS

For the second consecutive year, the Winter Fun Package offers visitors discounted room rates at four Dublin hotels and deals for Wildlights at the Columbus Zoo and Aquarium, Mad River Mountain, Dublin Chiller, and COSI. The getaway package is intended to boost room nights during the slower months and increase traffic at some key winter attractions. This year, the Bureau increased marketing efforts through e-marketing, newspaper advertisements, Valpak, and Search Engine Marketing.

