

# 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.

## Summer Package Promotions Ramp Up Generating Leisure Business *Bureau Diversifies Marketing Mix*

As our most popular package continues to grow, the Bureau looks for new avenues to promote the Summer Getaway Package and diversify its marketing mix during the peak travel season.

Several print ads were placed to launch the package in statewide and regional publications including the *Ohio Travel Guide*, *AAA Home and Away*, *Ohio Magazine* and more than 100 weekly newspapers throughout the state of Ohio through the Ohio Newspaper Network. In addition to these placements, the Bureau will be adding a ValPak insert to the print marketing strategy. ValPak is a results-driven direct mail service that will promote the Summer Getaway Package in 50,000 houses in Charleston, WV and 20,000 in Medina.

The Bureau continues to build upon its radio partnerships, adding Detroit, Michigan as an additional market. The radio promotions now total 13 at no cost in six key markets. Each station will run a series of pre-recorded and live spots promoting the City of Dublin and the package. In some cases, Bureau staff will have the opportunity to be live on air touting the package. Thanks to our participating partners, the Bureau is able to offer several travel packages spotlighting Dublin's great attractions, hotels, shops and restaurants while spreading the word about the annual package.

New this year, the Bureau will engage new consumers through a highly targeted prospecting and retargeting digital campaign that will display the summer package through a series of static ads on qualified sites. The prospecting piece of the campaign will target new potential visitors in our key markets (100-300 mile radius from Dublin) while consumers who have shown interest by visiting [www.irishisanattitude.com](http://www.irishisanattitude.com) will be retargeted with appropriate messaging to push them toward the getaway package generating a guaranteed 1.2 million impressions.

In addition to print, radio, digital and direct mail efforts, the Bureau has looked for any opportunity to promote the package to all interested parties. Every *2014 Visitor and Event Planning Guide* requested will be delivered with a rack card with package specifics to already interested consumers, utilizing the Bureau's social media efforts, search engine marketing and more. The promotion will run through September 3, 2014.





## Briefs

### Bureau Honored with PRism Awards

Competing against the top corporations, agencies, non-profit associations, colleges and other businesses across central Ohio, the Bureau earned two industry achievement awards for excellence in public relations from the Central Ohio Public Relations Society of America. The PRism Awards are designed to honor exceptional public relations activities from a diverse mix of businesses, industries and backgrounds throughout central Ohio. The Dublin CVB PRism awards, in the non-profit category, included: Website ([www.IrishisanAttitude.com](http://www.IrishisanAttitude.com)) and Publication (2014 Visitor & Event Planning Guide).

### DCVBU Education Series Launches

The Bureau is excited to announce a FREE educational series this summer – DCVBU. The goal of the program is to educate the local tourism industry and business community on a variety of topics and current trends. The inaugural class on May 8 was a success with attendees from several different business sectors. The second class of the series was held on Tuesday, June 10 at 2 p.m. at the Dublin Community Recreation Center and featured a panel discussing “*The Importance of Imagery and Engagement*.” The final seminar will be held at the Dublin Community Recreation Center at 2 p.m. on July 7 focusing on “*E-Marketing Essentials*.” To register for the July 9 session, contact Katie Rich at 792-7666 or [krich@IrishisanAttitude.com](mailto:krich@IrishisanAttitude.com).



### IRISH ATTITUDE COMES TO IOWA

Executive Director, Scott Dring, was the keynote speaker for the Iowa Tourism Conference in May, speaking on the successful launch and execution of Dublin’s destination brand with the tagline “Irish is an Attitude.” The presentation details the successful destination brand from its launch to execution and ongoing efforts to position the City of Dublin as a great destination. If you have an interest in having Scott come to your business for the presentation, contact him at [sdring@IrishisanAttitude.com](mailto:sdring@IrishisanAttitude.com).

## 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
March/April	\$104,284	\$93,538	+11.5%
Year-to-Date	\$180,647	\$165,464	+9.2%

### HOTEL OCCUPANCY

			Change
Year-to-Date	60.3%	59.5%	+1.4%

### DUBLIN CVB MEASURES

March/April Visitor Inquiries	637
Free Media Impressions (YTD)	2,677,376
Web site Visitors (% change YTD)	+37 %
E-Travel Club Members (% change YTD)	+59%
Facebook “Likes” (% change YTD)	+367%
Twitter Followers (% change YTD)	+27%
YouTube Channel Views (% change YTD)	+48%

### Partner Profile: Dewey’s

Dewey’s is the newest restaurant in Dublin as well as the Bureau’s newest partner. A Cincinnati original, Dewey’s has expanded with nearly 20 stores in cities including Cleveland, Columbus and Dayton. Bureau staff had the opportunity to sample their specialty pizzas, salads and calzones and gave an overwhelming review of their delicious pies and outstanding service. Dewey’s specializes in half and half pizzas, perfect for families or groups with differing tastes. Visit Dewey’s new store at 6540 Perimeter Dr. Dublin, Ohio 43016 or place an order by calling 614/799-2444.

