

January/February 2019

Bureau Biz

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



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DESTINATION GUIDE, VISITOR & INFORMATION CENTER SERVE AS IMPORTANT MARKETING TOOLS

Visitor Center Attracted Visitors from 45 States, 28 Countries in 2018

In an everchanging digital world, where social media, targeting tools and advertising platforms change faster than the speed of light, the Dublin Convention & Visitors Bureau has found that “old school” marketing tactics such as the *Destination Guide* and Dublin Visitor & Information Center still have tremendous impact in selling the City of Dublin. The Bureau is always looking for innovative ways to reach and serve visitors, and although these tactics remain the same, the execution continues to evolve.

In January, the 2019 Dublin Destination Guide was released serving as the printed resource for planning a trip to Dublin, Ohio. Living in the digital age, the pages of the Destination Guide continue to show visitors and residents around the city in an inspirational way. In 2018, Destination Guide requests increased 47 percent over 2017, and increased 68 percent over 2016. A total of 35,000 guides were printed and distributed throughout the nation.

The magazine-style guide provides a great source of inspiration for travel ideas and itineraries and is the first point of contact in the travel purchase funnel. In past years, visitor's guides were listing based and used as more of a directory than a discovery tool. Today, Dublin's Destination Guide uses large spread images, compelling storytelling, user

generated content, interviews from locals and a pull-out map for those looking to navigate Dublin. A digital version of the Destination Guide is available on www.VisitDublinOhio.com, but the printed version remains in much higher demand.

The Dublin Visitor & Information Center is another tried and true marketing initiative. The Visitor Center is located in the heart of Downtown Dublin and serves as a brick and mortar, one-stop-shop for all things Dublin. In 2018, the Visitor Center hosted visitors from 45 states and 28 countries. Visitors can browse brochures, view Dublin memorabilia, and pick up their guides for the Irish Fairy Door and Celtic Cocktail Trails. The Visitor Center houses the Destination Guide, local restaurant menus, hotel and attraction information and various other brochures from statewide destinations.

The Dublin Visitor & Information Center is currently undergoing a full renovation to better serve visitors and residents and will be open in time for the St. Patrick's Day events. The renovation will include a large video wall to display destination videos, images, event calendars, announcements and more. Additional seating and charging outlets will be added to the Visitors Center to create a more inviting environment for city exploration and planning. New colors and design elements will give the gathering place a more modern feel to ensure visitors are having a great first experience in the City of Dublin.

Briefs

New Celtic Cocktails Coming to Dublin

The Bureau is excited to re-launch the Celtic Cocktail Trail with four new stops and all new cocktail recipes. This trail experience showcases the best of Dublin dining and craft cocktails by leading participants to 14 restaurants to sample a spirit with Irish Flair. The trail is scheduled to re-launch on February 22. The Bureau will also send branded media kits to top priority regional and national media to spread the word about the new experience and raise awareness of Dublin as a great St. Patrick's Day destination. For more information on the trail, visit www.VisitDublinOhio.com/CelticCocktails.

Group Tours Attract Hundreds of New Visitors

In the past two months, staff secured five new bus tours from Pennsylvania, Michigan, Tennessee and Ohio. The groups, which include 40-50 visitors per bus, will spend money in Dublin and experience the Bureau's Irish Dance 101 and various storytellers while eating in Dublin restaurants. In order to continue to secure new business, Bureau sales staff met with 24 of the top motorcoach operators in the nation at the American Bus Association (ABA) conference in January. Operators will begin to secure 2020 trips and are interested in the Dublin Irish Festival and the Bureau's "Ireland without a Passport" Irish Experiences.



DCVB BRINGS HOME STATEWIDE AWARDS

The Bureau took home five statewide STAR Awards from the Ohio Association of Convention & Visitors Bureau's in January. Competing against the top CVBs across the State of Ohio, the Dublin CVB always enters in the highest budget category competing with multi-million-dollar budget CVB's like Columbus, Cincinnati and Cleveland. The awards included: First Place for the Destination Guide, Newsletter/E-Newsletter, and Website. And Second Place for DMO Advocacy (Annual Report Video), and VisitDublinOhio.com Blog.



For the Record...

LODGING TAX

Change

Year-to-Date Bed Tax.....+7%

DUBLIN CVB MEASURES

Jan./Feb Website Visits (% change YTD).... +139%

Free Media Impressions (YTD)5,145,694

Facebook Fans (% change YTD)..... +18%

Twitter Followers (% change YTD)+1%

Instagram Followers (% change YTD) +26%

YouTube Views (% change YTD)..... +24%

Fairy Door Trail Completions (YTD).....3,709

Partner Preview: SportsOhio

Looking for some indoor fun during these frigid months? SportsOhio provides year-round fun to keep your kids moving, playing and learning something new. The 100-acre sports park features Soccer First indoor and outdoor soccer, Field Sports multi-sport indoor facility with outdoor sand volleyball courts, a 9-hole, par 3 golf course, chipping and putting greens and two story covered/heated tee area, and PowerPlay featuring a Go-Kart race track, miniature golf and batting cages. Visit at 6314 Cosgray Road, Dublin, OH 43016 or get more information at www.sportsohio.org.



"The Dublin Convention & Visitors Bureau is an economic driver for the City of Dublin attracting visitors and events that generate jobs and global awareness of Dublin."