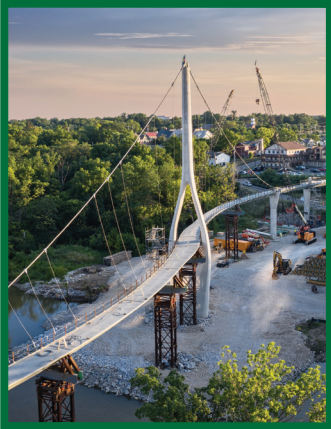


January/February 2020

# Bureau Biz

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

City of Dublin, Cory Klein



*“Visitors love the area now and interest will only grow with the opening of the Bridge, Riverside Crossing Park, events and more.”*

## PEDESTRIAN BRIDGE LAUNCHES A NEW ERA OF DUBLIN TOURISM

*March 13 Opening Officially Unifies Downtown Dublin*

Although March 13<sup>th</sup> marks the official opening of Dublin’s Pedestrian Bridge, the Dublin Convention & Visitors Bureau has been selling and marketing the new Downtown Dublin for more than three years with the goal of generating awareness and attracting visitors, dollars and jobs to the City of Dublin.

“Dublin City Council and Staff had a vision to create a world-class destination in Downtown Dublin connecting Historic Dublin with Bridge Park,” said Scott Dring, executive director at the Bureau. “Visitors love the area now and interest will only grow with the opening of the Bridge, Riverside Crossing Park, events and more.”

The creation of the Downtown Dublin Strategic Alliance in 2016 was one of the initial efforts spearheaded by the Bureau. The unique collaboration helped to unite Bridge Park and Historic Dublin, which had been splintered and adversarial at times, to work collaboratively leveraging sales and marketing efforts to sell one world-class destination – Downtown Dublin. Alliance members include the Bureau, Historic Dublin Business Association, the City of Dublin and Crawford Hoying (representing Bridge Park).

The Alliance has produced impressive results, including the creation of a collaborative “Quaint and Cool” marketing campaign, development of

an event strategy, creation of events and promotion of all Downtown Dublin events. In fact, the March 13<sup>th</sup> celebration for the Bridge Opening is an example of all parties working together to create numerous events throughout Downtown Dublin.

In addition to attracting leisure travelers to Downtown Dublin, the Bureau attracted business meetings/conferences and bus tours. Staff collaborated with Crawford Hoying to secure the Honda R&D event two years in a row attracting more than 2,500 visitors to Downtown Dublin and nearly \$250,000 to the local economy. The Bureau also secured the Ohio Bankers League, Ohio State Association of Nurse Anesthetists 2019 and 2020 Spring Conventions, OmegaFi 2019 Technical Summit and several others that use restaurants and facilities on both sides of the river in Downtown Dublin.

More than 50 bus tours from 15 states have also visited Downtown Dublin due to Bureau efforts. These group tours, which consist of 40-50 people per bus, spend money at local restaurants and shops.

The Bureau continues to execute numerous marketing strategies for Downtown Dublin, including creating a Downtown Dublin website featuring an events calendar, what’s new, what’s next, and listings of all restaurants, attractions, and shops; videos and photoshoots showcasing Downtown Dublin; hosting regional and national media, and more.



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



# Briefs

## 2020 Publications Released

The 2020 Dublin Destination Guide and Coupon Book are now available! The guide serves as a valuable tool to showcase and market the City to potential visitors. The magazine-style guide includes several features on the City, a pull-out map, perfect food and cocktail pairings, attractions from A to Z, and trip itineraries for every kind of traveler from Foodie to Sports Enthusiast. View the digital guide at [VisitDublinOhio.com](http://VisitDublinOhio.com). If you would like a supply of guides for your business or property, please contact the DCVB.

## Meetings Business, Shows & Sponsorships

Meetings continue to boom in Dublin with six events booked from qualified leads sent from the Bureau in January totaling \$225,000. The University of Cincinnati hosted three meetings and the Ohio Academy of Family Physicians met on two consecutive weekends. Fifteen qualified leads totaling more than 500 room nights and nearly \$400,000 in total revenue were distributed this month featuring The Ohio Records Association, Ohio Department of Transportation and Ohio Department of Education, among others. In February, staff attended and sponsored the Meeting Professionals International Mid-America Conference to gain exposure and one-on-one interactions with more than 200 meeting planners in the Midwest.



## Partner Preview: Café Istanbul

Looking for ethnic eats in Dublin? Café Istanbul's dishes are made from natural, raw materials prepared according to the recipes of their ancestors. From kebabs and pides to craft cocktails and Turkish coffee, you'll find an authentic Mediterranean dining experience at this lively restaurant. Be sure to check out their patio, one of the best views in Dublin! Visit Café Istanbul at 6125 Riverside Dr. and view their menu at [cafeistanbuldublin.com](http://cafeistanbuldublin.com).

## CELTIC COCKTAIL TRAIL ADDS ZERO-PROOF OPTIONS

The Bureau is excited to re-launch the Celtic Cocktail Trail with six new stops, new prizes and all new cocktail recipes including zero-proof "mocktail" options. This trail experience showcases the best of Dublin dining and craft cocktails by leading participants to 18 restaurants to sample a spirit with Irish Flair. The trail is scheduled to launch on February 28th after a media launch event on February 26th. For full details on the trail, visit [www.VisitDublinOhio.com/Cocktailtrail](http://www.VisitDublinOhio.com/Cocktailtrail).



**"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."**

## For the Record...

### LODGING TAX

Change

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

### DUBLIN CVB MEASURES

Nov./Dec. Website Visits (% change YTD).... +86%

Free Media Impressions (YTD) .....49,798,870

Facebook Fans (% change YTD)..... +13%

Twitter Followers (% change YTD) .....+2%

Instagram Followers (% change YTD) ..... +79%

YouTube Views (% change YTD)..... +537%

Fairy Door Trail Completions (YTD).....5,287