

July/August 2019

Bureau Biz

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

DUBLIN IRISH FESTIVAL PLAYS IMPORTANT ROLE IN BUREAU'S SALES AND MARKETING EFFORTS

Package sales increase 80%, more than 6 million earned media impressions

The Dublin Convention & Visitors Bureau uses the Irish festival in many ways to attract visitor dollars and promote the city to the world.

The Dublin Irish Festival provides a great opportunity to sell the city of Dublin and everything it has to offer. The festival creates a sense of urgency and reason to visit Dublin this summer. The Dublin Convention & Visitors Bureau uses the Irish festival in many ways to attract visitor dollars and promote the city to the world. Below is a sample of the sales and marketing tactics deployed for this year's festival and their results.

Selling the Festival

Hotel Package: The Bureau partnered with the City of Dublin Events Administration Staff to create the "Dublin Irish Festival Ticket Package" that offered anyone staying in a Dublin hotel two free tickets to the Irish Festival for each night they stay. Nearly 130 packages and over 250 room nights were sold through the package, an 80% increase in bookings year over year.

Group Tours: Group Tours flock to the Dublin Irish Festival to experience this unforgettable annual event. Seven tours from regional markets such as Pennsylvania, Michigan and Illinois added DIF to their itineraries this year. Each bus brings 40-50 visitors to Dublin.

Marketing the Festival

Social Media Campaign: To raise awareness of the festival and promote the Free Ticket Package, the Bureau

launched a social media campaign targeting drive markets within a one to five-hour radius of Dublin who had interests related to Dublin and other Irish themed things. The campaign generated over 36,000 clicks to Irish festival content, delivered more than 1 million ad impressions and reached over 444,000 individual users.

Video: As part of the Bureau's annual regional campaign, a Dublin Irish Festival video was created to share the welcoming hospitality and inviting spirit anyone can experience at Dublin's homegrown festival that is now legendary. The video was used to inspire would-be travelers and create urgency to visit Dublin now. It was promoted leading up to the festival through native and paid social ads on YouTube, Facebook and Instagram and was viewed over 150,000 times.

PR Outreach: Bureau staff secured more than 6 million earned media impressions featuring Dublin and the festival in regional and national outlets. Some examples include a *TravelPulse* story sharing "Unique Record-Breaking Attractions: Dublin Irish Festival" and a post on *OnlyInYourState* touting "The Largest Irish Festival in the World is Right Here in Ohio and It's Totally Bucket List Worthy." These articles help to create awareness and keeps Dublin top of mind for readers.



www.visitdublinohio.com



Briefs

Bureau Benefits from ASAE Columbus

Bureau staff and Dublin's full-service hotels exhibited at one of the most influential trade shows in the United States this month - The American Society of Association Executives (ASAE) Annual Meeting and Trade Show. The event was held in Columbus and attracted more than 5,000 attendees. Most attendees are final decision makers or have significant influence on the location of future meetings. Past host cities of the ASAE Annual Meeting found that 20 percent of association executives who attend this meeting book their own meeting in the host city in the next five years.



USA Archery Returns to Dublin

The 136th National Target Championships and U.S. Open was held at Darree Fields in August. The Bureau partnered with the City of Dublin and Ace Archers Archery Club to bid on the international event that attracted more than 500 archers from around the globe and generated an estimated 1,000+ room nights for Dublin's hotels. The National Championships attracted archers to participate in the four-day event and includes categories such as the recurve, compound and barebow divisions and serves as qualification for the U.S. Archery Olympic Team. For the first time ever, this year's competition was nationally televised.



For the Record...

LODGING TAX

	Change
Year-to-Date Bed Tax.....	+3.8%

DUBLIN CVB MEASURES

May/June Website Visits (% change YTD).....	+5%
Free Media Impressions (YTD)	6,286,066
Facebook Fans (% change YTD).....	+17%
Twitter Followers (% change YTD)	+2%
Instagram Followers (% change YTD)	+52%
YouTube Views (% change YTD).....	+342%
Fairy Door Trail Completions (YTD).....	4,782

Partner Preview: Extravagifts

The Dublin CVB's newest partner specializes in custom baskets and gifts for any occasion. Extravagifts is the newest retail shop in Historic Dublin that prides themselves in offering a unique shopping experience for everyday and special occasion gifting needs. Extravagifts is also the newest stop on the Fairy Door Trail that has hosted nearly 5,000 fairy finders. Visit Extravagifts at 24 North High Street or www.extravagifts.com.

DR. WILLIAM BURKE, BETTY CLARK, DOUG BAKER APPOINTED TO BOARD

The Bureau's Board of Directors announced three new members at last month's meeting. Dr. William Burke, Dean of the Ohio University's Heritage College of Osteopathic Medicine, was named a corporate representative; Betty Clark, owner of CPMedia and Marketing, was named City Council representative; and Doug Baker, Public Information Officer for Dublin City Schools, was named attractions representative. Additional Board of Directors include Dr. David Lee (President), Tim Lecklider, Orcun Turkay, Amy Numbers, Heather Ditty, Bob Hoying, Mike O'Malley, Dave Cecutti, Gerrilyn Rozich, Frank Willson, Michelle Crandall, Clay Rose, Craig Baldrige, Pete Fingerhut, Eric Belfrage, Phil Smith and Scott Dring.



"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."