

July/August 2020

Bureau Biz

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

HEALTH AND SAFETY CONTINUE TO BE DCVB FOCUS

Initiatives Support Dublin Businesses

During this time where regulations and emotions are volatile, the Bureau is finding friendly ways to remind locals and visitors that it is “Safety First” in Dublin.

While COVID-19 halted tourism promotion, the Bureau quickly pivoted to promoting health and safety in the area while continuing to create initiatives and incentives that motivate residents to not only support local in Dublin, but to do so confidently and safely.

To simplify the overwhelming amount of COVID-19 rules and regulations and create a more positive experience for our locals and visitors, the Bureau created Dublinsafe.com. This safety resource houses local and state guidelines, CDC health information, and “what to expect” videos before visiting Dublin restaurants, retailers and hotels. This simple support page quickly highlights key takeaways for sectors of the hospitality industry.

Several initiatives were created to communicate DublinSafe.com and the top health and safety messages in Dublin. Dublin-themed icons were created to depict hand washing, social distancing, wearing masks and more. These icons were designed to be socially shareable and to be printed on signs to hang in individual businesses. The icons were distributed to the hospitality industry and even used on the city’s

feather banners throughout high traffic areas in Dublin.

During this time where regulations and emotions are volatile, the Bureau is finding friendly ways to remind locals and visitors that it is “Safety First” in Dublin. The #MaskUpDublin campaign is a way to remind everyone to wear mask while in the

Dublin area. Dublin residents will find masks in unexpected places around town with #MaskUpDublin and DublinSafe.com. In addition, the Bureau’s physical distance street decals have been using Dublin themed items, like two golf drivers during the Memorial Tournament, to depict what a six-foot distance looks like. Rotating street decals have been placed throughout

Downtown Dublin since early July.

The street decal program is expanding to include a partnership with the Dublin Arts Council and four local artists who will contribute to Dublin’s “6 Ft. Gallery”. A total of eight decals throughout Downtown Dublin will showcase the work of local artists and encourage people in the area to “Stay 3 Paintings Apart”. Each will feature three pieces of art and a QR code that will lead to more information about the project, artists descriptions and health and safety information in Dublin. The gallery will be on display August 17th through Labor Day.



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Picnic Packs Provide a Safe Way to Support Local

A twist on #TakeoutTuesdays, Dublin Picnic Packs encourage locals to purchase takeout from Dublin restaurants and sit down to eat in a public area. The Picnic Packs landing page includes carryout friendly menus from local restaurants and top picnic dishes, a map of Downtown Dublin's outdoor areas, top scenic parks for a picnic, and more. The campaign launched with a series of themed giveaways that supported local businesses and was promoted through social media, email marketing and PR. Four local influencers with an audience of more than 42,000 experienced and reviewed Picnic Packs to share with their audiences in Central Ohio. In addition to digital promotions, a direct mailer was sent to 20,000 Dublin residents in July and August. Campaign results include over 700 contest entries, 12,000 landing page visits, and nearly 4 million earned media impressions covering Picnic Packs in local outlets. The campaign will run through the end of August.

Staycation Packages Encourage Residents to Support Hotels, Restaurants

The Bureau launched a series of Staycation Packages to give Dublin Residents the opportunity for a change of scenery and escape from their everyday routine. The effort further reinforces the importance of residents supporting local and how that positively impacts community events, local businesses and the arts. Dublin hotels have offered discounted stays for residents to come enjoy a safe and affordable "trip" close to home. The Couples, Family and Tropical-themed Staycations feature discounts at hotels, restaurants and other safe and socially distanced activities around the City. To support the campaign, Dublin hoteliers also created a "Dublin Welcome" video message to residents that was promoted on all CVB platforms.



For the Record...

LODGING TAX

	Change
Year-to-Date Bed Tax.....	-62%

DUBLIN CVB MEASURES

May/June Website Visits (% change YTD).....	-49%
Free Media Impressions (YTD)	72,639,747
Facebook Fans (% change YTD).....	+12%
Twitter Followers (% change YTD)	+2%
Instagram Followers (% change YTD)	+47%
YouTube Views (% change YTD).....	+57%
Fairy Door Trail Completions (YTD).....	5,453

Free Marketing Program Helps 30 Dublin Businesses

The Dublin CVB is providing local businesses free marketing opportunities to reach Dublin and Central Ohio audiences to create awareness that Dublin is open for business. The opportunities include placements in 614, *Columbus Underground*, *Columbus Dispatch* and *Ohio Magazine*. The Bureau's innovative cooperative marketing program has helped more than 30 Dublin businesses with free advertising opportunities. This effort to help Dublin small businesses in the hospitality industry was part of the Bureau's Restart Plan.

FAIRY DOOR TRAIL RESUMES WITH ZERO CONTACT REDEMPTION

The popular Fairy Door Trail is back with safety top of mind. Once Dublin shops reopened and became comfortable with health and safety protocols needed to operate, there was an overwhelming demand to restart the Fairy Door Trail to help generate revenue and awareness for Dublin retailers. Several safety precautions were added including a zero-contact prize pick-up and enhanced communication of safety protocols that are necessary to follow in order to participate. There are 10 Downtown Dublin businesses participating in the Trail. Visit visitdublinohio.com/fairytrail to see all the updates.



"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."