

March/April 2019

Bureau Biz

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

BUREAU EFFORTS RAISING DUBLIN'S PROFILE ACROSS THE NATION AND ABROAD

City Featured in USA TODAY, Reader's Digest, Regional TV and more

"Dublin was featured in outlets such as USA Today, Reader's Digest, Irish Central, Matador, FOX New Day Cleveland, ABC Good Day Kentucky and more."

Over the past year, the Bureau secured features on Dublin as a destination in nearly 40 placements in regional and national media outlets totaling nearly 18 million impressions. Dublin was featured in outlets such as *USA Today*, *Reader's Digest*, *Irish Central*, *Matador*, *FOX New Day Cleveland*, *ABC Good Day Kentucky* and more.

The Bureau prioritizes "earned media", which means media placements that are secured by staff but free, to enhance the city's in-state and regional marketing campaigns and to help promote all the new and existing assets in Dublin. This effort has resulted in relationships with regional and national television, radio, print and digital outlets and allows the Dublin CVB to further extend its messaging to new markets without spending additional advertising dollars.

St. Patrick's Day provided a great pitch angle to feature Dublin's Irish events while sharing what the city has to offer year-round. Activities such as the Celtic Cocktail Trail and Irish Fairy Door Trail served as great stories and opportunities to raise awareness of several restaurants and retail businesses in Dublin.

The Bureau hosts writers from several regional family-focused publications to experience a weekend family getaway in Dublin. This coverage helps potential visitors envision a weekend with the family in Dublin. From the Columbus Zoo and Dublin's outdoor hidden gems, to a fairy door trail adventure and ice cream at one of our favorite local shops.

Publications such as *TravelPulse*,

Cincinnati Family, *Chicago Parent* and *Louisville Family Fun* featured Dublin as a great family-friendly destination this year.

Detroit is a great drive market for Dublin but is an expensive market to

purchase advertising. Public relations efforts have allowed staff to secure promotions selling Dublin on the 11th largest radio station in the nation. This summer, WNIC 100.3 FM in Detroit will feature Dublin on 300+ on-air ads as well as website and social media promotion. The package is valued at \$270,000 – at no cost to the Bureau.

Thanks to a relationship built through St. Patrick's Day earned media, *FOX New Day Cleveland* will be visiting Dublin this spring to create an hour-long segment featuring dining, shopping, attractions and more. This segment will air several times over the next few years to entice Clevelanders to make the quick trip to visit Dublin.



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Briefs

OHSAA Partnership Attracts 20 of 32 Teams to Dublin

A Bureau partnership with the Ohio High School Athletic Association (OHSAA) resulted in several teams staying in Dublin hotels participating in March's Ohio High School State Basketball Championships. The partnership guarantees teams for Dublin hotels and provides a great opportunity to market the City of Dublin to the thousands of visitors with visibility at the Schottenstein Center, print ads in the Fan Guide, mentions during the statewide radio broadcast and more. Out of the 32 participating teams, 20 stayed in Dublin hotels. Staff also targets the fans, boosters and administrations of all teams that competed in the championships promoting Dublin as the ideal place to stay, eat and spend money during their visit.

Bureau Welcomes Meg Berno as Marketing Coordinator

The Bureau is excited to announce that Meg Berno has joined the Dublin CVB team as Marketing Coordinator. Meg comes to Dublin from the Ohio Tourism Division where she handled the State's Public Relations outreach, social media, collateral, etc. She graduated from Miami (Ohio) University and brings a wealth of industry knowledge to the team. Meg will oversee the Bureau's social media, Irish Entertainment Grant Program, Fairy Door Trial, blog content and more. You can reach Meg at Mberno@irishisanattitude.com.



For the Record...

LODGING TAX

	Change
Year-to-Date Bed Tax.....	+1.5%

DUBLIN CVB MEASURES

Jan/Feb Website Visits (% change YTD)	+91%
Free Media Impressions (YTD)	17,907,408
Facebook Fans (% change YTD).....	+19%
Twitter Followers (% change YTD)	+1%
Instagram Followers (% change YTD)	+32%
YouTube Views (% change YTD).....	+20%
Fairy Door Trail Completions (YTD).....	3,853

Partner Preview: M3S Sports

Spring is here and outdoor activities are abundant in Dublin. If you've never participated in a 5k, quarter, half or full marathon, M3Sports has the perfect themed race to get you started. From the Jingle Bell Run and FORE!Miler to celebrate Memorial Tournament week, to a St. Patrick's Day race or the Emerald City Quarter and Half Marathon, M3S Sports puts the fun in run. Bonus: Each race participant leaves with a finishers medal to remember your active accomplishment. Visit www.m3ssports.com to check out all their events.

STAFF GENERATES MEETING LEADS AT CONNECT CHICAGO SHOW

In February, Bureau sales staff attended the Connect Chicago conference and trade show for the first time. This event brings together regional and national meeting planners in the corporate and association markets looking for locations to host upcoming conferences and events. Staff had appointments with nearly 30 meeting planners representing organizations including MicroTek, Google, NAPB Meeting Services and the International Marine Animal Trainers' Association. As a result of a connection made at this event, the American Library Association will visit Dublin for a site inspection in May with future conferences in mind.

