

# Bureau Biz



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

## "RIGHT HERE IN DUBLIN" REGIONAL CAMPAIGN FOCUSES ON COMMUNITY-MINDED EXPERIENCES

*Campaign to reach 8 Million Impressions*

*The campaign tagline, "Right Here in Dublin", positions the city as a welcoming nearby oasis with exceptional community-minded experiences that make it possible to be a part of something special.*

With peak travel season upon us, the Dublin CVB launched its annual regional campaign to attract visitors and their travel dollars to Dublin. With the goal of reaching nearly 8 million digital impressions, the campaign will inspire travelers and create urgency to visit Dublin for the perfect weekend getaway.

The campaign tagline, "Right Here in Dublin", positions the city as a welcoming nearby oasis with exceptional community-minded experiences that make it possible to be a part of something special. The campaign content will be promoted with a combination of paid social, native digital advertising, influencer marketing and YouTube video ads through September.

The campaign targets families, couples and singles looking to take a friend's getaway that are within a 1 ½ - 5 hour driving radius of Dublin. These people are hassle-free travelers who are cautious and reserved people seeking a destination that allows them to escape from the duties and obligations of everyday life.

The campaign takes a phased approach

using a variety of key tactics with the priority goal to inspire travelers to put Dublin on the top of their list for their next weekend getaway. Through the Place DNA Research process, three core themes were uncovered as unique attributes. The three themes are family fun, reconnecting with the outdoors and a touch of Irish. Each theme utilizes stories and activities unique to Dublin and members of the community.

Phase one will inspire audiences by showing them what makes Dublin different and how it was made special by the people who shaped its experiences. Phase two will work to engage the audience and

connect them with Dublin's real storytellers - visitors and residents. Stories will be collected from residents to create trustworthy and credible "insider" recommendations to be amplified on social media. In addition, Dublin's community spirit will be activated to involve residents in welcoming visitors through a partner participation kit.

Phase three will work to create urgency and motivate travelers to visit now by promoting key experiences and events in Dublin that are on a fixed schedule. This will include creating content about events and seasonal listicles to motivate travel.



# Briefs

## King Honored with Lifetime Achievement Award

The Dublin CVB's National Sales Manager, Pat King, was honored by the Ohio Chapter of Meeting Professionals International (MPI) with the Christy Selby Lifetime Achievement Award for her 30+ years of excellence in the Meetings and Events Industry. The award recognizes an individual who gives back freely to the MPI Ohio Chapter and Meetings industry. Pat's success in hotel sales, management and community relationship building is an excellent example of the character and skills possessed by a recipient of this award.



## Bureau Dominates PRISM Awards:

The Bureau was honored with six PRISM Awards from the Public Relations Society of America. These awards honor exceptional public relations activities from a diverse mix of businesses, industries and backgrounds. Competing against the top corporations, agencies, associations, colleges and other businesses across the region, the Dublin CVB won first place PRISMs for the Destination Guide, Website, Media Kits and E-newsletter, and second place awards for Social Media Campaign and the Visit Dublin Ohio Blog.

## Partner Preview: LEGOLAND® Discovery Center

LEGOLAND® Discovery Center is a world of color, creativity and fun for children aged 3 to 10. With a bricktacular play zone, two rides, a 4D cinema, 10 uniquely themed LEGO play zones and MINILAND Ohio, a re-creation of Ohio's iconic landmarks, you will find fun around every corner. The center offers 2-3 hours of family fun and a great destination for birthday parties, school field trips, group outings and more! Visit LEGOLAND® at 157 Easton Town Center or learn more at [columbus.legolanddiscoverycenter.com](http://columbus.legolanddiscoverycenter.com).

## NEW DAY CLEVELAND TRAVEL FEATURE

Bureau Staff secured a one-hour travel feature exclusively on Dublin with New Day Cleveland (FOX 8) that aired in early May. The show is the "number one locally produced show in the country" and one of the most watched shows in Cleveland. This placement was a result of the Bureau's aggressive efforts to market Dublin in one of our key feeder markets - Cleveland. The show features nine Dublin businesses with a strong focus on Downtown Dublin. There was no expense to the Bureau for the feature.



## For the Record...

### LODGING TAX

Change  
Year-to-Date Bed Tax..... +2.2%

### DUBLIN CVB MEASURES

March/April Website Visits (% change YTD) +90%  
Free Media Impressions (YTD) .....18,479,812  
Facebook Fans (% change YTD)..... +15%  
Twitter Followers (% change YTD) ..... -1%  
Instagram Followers (% change YTD) ..... +37%  
YouTube Views (% change YTD)..... +19%  
Fairy Door Trail Completions (YTD).....4,068

**"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."**