

May/June 2020

# Bureau Biz

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

## BUREAU LEADS DUBLIN'S HOSPITALITY INDUSTRY RESTART PLAN

### *Initial Phase Reinforces Safety, Local Awareness*

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*"We've pivoted our messaging from Stay at Home to health and safety – our residents and visitors must feel safe when visiting our City."*

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The Dublin Convention & Visitors Bureau is leading a collaborative community effort to help restart the Dublin economy while recovering lost jobs and revenue for the City of Dublin. The initial effort and top priority is to establish and promote a clean and safe experience for residents and visitors. Dublin City Council is financially supporting the Industry-wide effort.

"We've pivoted our messaging from Stay at Home to health and safety – our residents and visitors must feel safe when visiting our City," said Scott Dring, executive director at the Bureau. "Past research tells us that Dublin was already perceived as a safe and clean city which provides us with a great platform to convey our message."

One of the initial tactics was to create a Health and Safety Guide on the Bureau's website – [www.visitdublinohio.com](http://www.visitdublinohio.com). The section provides unique "What to Expect" Videos in various sectors of industry including Hotels, Retail, Restaurants & Bars and others. The brief videos detail what visitors can expect when they visit restaurants, shops, etc., how the experience has changed and what precautions to take prior to arriving. The resource page also includes the latest State guidelines, protocols, CDC information and other links.

"Health and safety will be a critical message in everything we do during the entire Restart Plan," said Sara Blatnik, Marketing Director at the Bureau.

The Bureau is developing a campaign that will focus on attracting visitors from key Ohio markets, such as Cleveland/Akron, Toledo, Dayton and Cincinnati. Staff will be working closely with City Leadership and Dublin's Hospitality Industry to determine the timing of the campaign ensuring that residents are comfortable with welcoming visitors back to Dublin. The Bureau will also utilize a variety of research to help determine when to launch the campaign including traveler confidence and sentiment, search demand, information requests and more.

The campaign will only be distributed through mediums that can be turned on and off quickly using digital, native advertising, video, etc. Advertising efforts will need to be nimble and easily turned off if there is a COVID-19 spike.

Campaign messaging and creative assets will be adapted to reflect new health and safety protocols. Large events and attractions that were once the focus of the campaign will be used more subtly while attractions such as outdoor activities, public art and outdoor dining will be featured more prominently.



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



# Briefs

## Bureau Website Top Open For Business Resource

As the State of Ohio released their phased approach to re-opening, the Bureau quickly created resources to allow residents and visitors to easily find who was open for business in Dublin. The Bureau website serves as the top resource for what retail, restaurants and attractions are open, what their new hours are, and any precautions businesses are taking to ensure guests feel safe in Dublin. Listings are updated daily as many businesses did not open on the State approved dates. Users can easily filter restaurants to find who is open for dine in, outdoor dining, takeout, and delivery.



## Picnic Packs Connect Takeout and Outdoor Dining

The Bureau realizes the immense pressure on restaurants to adhere to new guidelines and dine-in service capacity restrictions due to COVID-19. To help, staff has developed a "Picnic Packs" campaign that will inspire locals to carryout from Dublin restaurants and sit down to eat at public dining areas in Dublin. 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. Picnic Packs will launch in mid-June in conjunction with themed giveaways that support local businesses. In addition to paid social and direct mail to residents, several Central Ohio influencers will be invited to experience and share Picnic Packs with their audiences. Learn more at [visitdublinohio.com/picnic-packs](http://visitdublinohio.com/picnic-packs).

## For the Record...

### LODGING TAX

	Change
Year-to-Date Bed Tax.....	-1.25%

### DUBLIN CVB MEASURES

Mar./Apr. Website Visits (% change YTD).....	-17%
Free Media Impressions (YTD) .....	67,754,200
Facebook Fans (% change YTD).....	+14%
Twitter Followers (% change YTD) .....	+2%
Instagram Followers (% change YTD) .....	+63%
YouTube Views (% change YTD).....	+514%
Fairy Door Trail Completions.....	5,400

## #DublinDreaming LIVE Video Series

To keep Dublin's outdoor product top of mind and offer viewers a few moments of calm, the Bureau created the #DublinDreaming LIVE video series so everyone staying at home would have a chance to visit Dublin digitally. Each video featured a piece of Dublin's beautiful landscape from Indian Run Falls to The Dublin Link Pedestrian Bridge and streamed for 10-15 minutes to allow viewers to take in the sights and sounds of Dublin at home. A total of 11 locations were live streamed April - June. Several live videos were top performing social posts and resulted in 14,777 views, 6,446 engagements and reached more than 32,500 people.

## WHAT TO EXPECT VIDEO SERIES HIGHLIGHTS HEALTH AND SAFETY

As Dublin continues to re-open, the Bureau has been creating resources to ensure that residents and visitors feel safe while in Dublin. A Guide to Health and Safety in Dublin was created to show the protocols each sector of the hospitality industry will take while reopening. Four videos outlining "What to Expect" when shopping, dining or staying at a hotel were created to educate Dublin residents and visitors as we navigate through the reopening process. See all protocols, resources, and videos at [visitdublinohio.com](http://visitdublinohio.com).



**"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."**