

November/December 2019

Bureau Biz

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

DCVB TRAILS GENERATE ECONOMIC IMPACT, AWARENESS

Fairy Door Trail Attracts 14,000 visitors

More than 5,300 people from 43 states and eight countries have participated in the Fairy Door Trail generating revenue and sales for Dublin merchants.

Destinations across the world have created trail experiences with the goal of attracting visitors and their travel dollars to their communities. Cities and states are finding new and exciting ways to showcase their best assets to visitors and residents while driving awareness and visitor dollars to their destinations. From donut trails to ale trails, these unique passport experiences are no stranger to the tourism industry.

The Dublin Convention & Visitors Bureau was an industry leader with this trend by creating the nation's first Irish Fairy Door Trail and the Celtic Cocktail Trail to showcase the best of Dublin's retail and restaurants. Since its inception, more than 14,000 Fairy Door Trail Guides have been distributed to visitors and locals. These guides lead participants to a dozen retail stops in Downtown Dublin where a tiny fairy door awaits to be found in exchange for a t-shirt prize. In addition to family fun, the trail provides an undeniable value and return on investment for Dublin's retailers.

"We love being a stop on the Fairy Door Trail! It has increased our store awareness, foot traffic, sales and we have seen how it not only attracts local residents but many out of town travelers who are visiting Dublin as a destination.

The best part is seeing the fun reactions when our Fairy Door is found," said Stephanie Malas, owner of Kilwins in Bridge Park.

To date, more than 5,300 people from 43 states and eight countries have participated in the Fairy Door Trail generating revenue and sales for Dublin merchants.



Serving a more mature audience, the Celtic Cocktail Trail supports local restaurants with a passport leading trail goes to discover the best of dining and craft cocktails with an Irish twist. Prizes can be redeemed for sampling them all. More than 5,000 passports have been distributed to

participants from across the country. Restaurant owners benefit from the visibility and social buzz the Cocktail Trail has created as a one-of-a-kind experience exclusive to Dublin.

"We enjoy the Celtic Cocktail Trail! It is something that visitors enjoy doing and brings people in that normally may not have visited us. I think it's great exposure for the restaurants especially in Historic Dublin," said Geri Ziemba of the Dublin Village Tavern.

Both trails are a great way to attract new visitors to discover everything Dublin has to offer and have generated many regional and national media stories. The Bureau continues to build upon both trails with new stops, new cocktails, and new prizes.



www.visitdublinohio.com



Briefs

Bureau Dominates 2019 Awards

The Bureau brought home 13 statewide awards in 2019 competing against the top organizations, corporations, agencies and other destinations in Ohio. See a roundup of all the Bureau's 2019 winnings below.

Ohio Association of CVBs STAR Awards

- 1st Place: Visit Dublin Ohio Blog, "Right Here in Dublin" Promotional Video, Celtic Cocktail Trail Media Kit
- 2nd Place: Dublin, Ohio Destination Guide

Ohio Travel Association Ruby Awards

- 1st Place: Visit Dublin Ohio Blog, Social Media Campaign and Celtic Cocktail Trail Media Kit

Public Relations Society of America PRism Awards

- 1st Place: Dublin, Ohio Destination Guide, Celtic Cocktail Trail Marketing Campaign, Visit Dublin Ohio Website, E-Newsletter
- 2nd Place: Visit Dublin Ohio Blog and Social Media Campaign



2020 Partnership Co-op Released

The Bureau's 2020 Partnership Co-Op Advertising options are now available to all CVB partners. This year's program will include the popular video production, paid Facebook ads with Ohio Magazine and a new e-mail marketing option with 614Now that caters to the local, Central Ohio audience. The purpose of the Co-Op Program is to offer Dublin businesses valuable marketing opportunities at a fraction of the cost.

REGIONAL BUS TOURS SELECT DUBLIN

Five bus groups from Ohio, Michigan, New Jersey and Pennsylvania have selected Dublin in the coming year. Staff secured the tours, which consist of up to 50 visitors per bus, and will not only stay in Dublin hotels but also have group dinners and shopping excursions at Dublin businesses. These tours were booked as a result of staff selling Dublin during the Ontario Motor Coach Association conference where operators represented tour companies from Canada, Michigan, New York and various other U.S. states.

For the Record...

LODGING TAX

Change
Year-to-Date Bed Tax.....+7%

DUBLIN CVB MEASURES

Oct./Nov. Website Visits (% change YTD) +44%
Free Media Impressions (YTD)24,680,249
Facebook Fans (% change YTD)..... +12%
Twitter Followers (% change YTD)+3%
Instagram Followers (% change YTD) +78%
YouTube Views (% change YTD).....+549%
Fairy Door Trail Completions (YTD).....5,325

Partner Preview: Scene75 Entertainment Center

The #1 Entertainment Center in North America is now open in Dublin with games, attractions, and great food and drinks! Scene75 is the largest indoor entertainment center in the country at 220,000 square feet. They offer 12 indoor attractions, 200+ arcade games, a full-service restaurant, three bars and much more! Indoor go-karts, laser tag, arcade, bounce inflatables, mini-golf and more are the perfect activities for friends and family of all ages, all year-round. Visit them at 5503 Tuttle Crossing Boulevard in Tuttle Mall or at scene75.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."