

September/October 2019

Bureau Biz



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

BUREAU SALES, MARKETING EFFORTS NET \$5.2 MILLION FOR DUBLIN

City Council Investment Generates 16:1 ROI

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Raising Dublin's profile around the world, expanding marketing efforts to key out-of-state regional markets and securing new meeting business were key deliverables the Dublin Convention & Visitors Bureau provided with funding from Dublin City Council in 2019.

"We're appreciative of Dublin City Council's confidence in providing the Bureau with bed tax funding and excited about the ROI results generated with the investment," said Scott Dring, executive director at the Bureau. "These efforts generated \$5.2 million for the City of Dublin – meaning for every \$1 provided to the Bureau an additional \$16 was generated for the City."

Securing business travel to Dublin has long been a focus of the Bureau, but additional funding allowed staff to further market and sell Dublin at regional and national trade shows and actively network with key meeting planners across the region. As a result, staff secured 41 new conferences and trade shows to Dublin representing more than 4,000 hotel room nights and \$1.1 million in revenue for the City of Dublin. There were also an additional 114 new

business leads distributed equating to \$1.9 million in revenue.

A record of more than 8 million impressions (24 percent increase over last year), 1.3 million video views and nearly 40,000 website pageviews were generated from potential visitors residing in Chicago, Philadelphia, Pittsburgh, Detroit, etc. as a result of the Bureau's May-September

Regional Campaign. For the first time, marketing efforts for the campaign were extended to include the Chicago and Philadelphia markets. Results also included a record amount of Dublin hotel bed tax revenue

generated during the campaign totaling \$1.43 million.

Over the past year, the Bureau secured features on Dublin in nearly 40 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 for free, to enhance the city's in-state and regional marketing campaigns and to help promote all the new and existing assets in Dublin.



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Briefs

Motor Maids Returning to Dublin

The Motor Maids National Convention will return to Dublin in July 2022. With approximately 1,300 members across the United States and Canada, the Motor Maids are a diverse group of women motorcyclists united through a passion for riding while fostering a positive image and promoting safe riding skills. The event will generate 1,000+ total room nights and \$200,000 in total revenue over five days. This is one of the largest conventions the city has hosted and will fill two Dublin hotels for the week-long event.

Blog Traffic, Destination Guide Requests Reach an All Time High

The Visit Dublin Blog hit a record high in August serving nearly 35,000 people with Dublin content. With information on new restaurants, event guides, "best of" roundups and more, the blog is a great resource for visitors and residents and acts as an entry point to learn more about Dublin. With more people visiting the website blog and spending more time on page, Destination Guide requests have increased 42 percent from last year. The largest increase for Dublin visitor information resides from key regional markets, such as West Virginia and Pennsylvania. Those markets are being targeted with the Bureau's regional and shoulder season campaigns.



Partner Preview: 101 Beer Kitchen

A Dublin favorite has a whole new look! 101 Beer Kitchen recently re-launched their brand with a fresh logo, website, store interiors and more. The brand refresh comes along with their first store opening outside of Columbus in Fishers, Indiana. Don't worry, their focus is still rustic food and craft brews! Head to the Dublin 101 Beer Kitchen to check out their new look and new Fall menu items. Visit them at 7509 Sawmill Rd. Dublin, OH or 101beerkitchen.com.

For the Record...

LODGING TAX

	Change
Year-to-Date Bed Tax.....	+4%

DUBLIN CVB MEASURES

Aug./Sept. Website Visits (% change YTD)...	+96%
Free Media Impressions (YTD)	10,757,090
Facebook Fans (% change YTD).....	+20%
Twitter Followers (% change YTD)	+2%
Instagram Followers (% change YTD)	+71%
YouTube Views (% change YTD).....	+561%
Fairy Door Trail Completions (YTD).....	5,060

CONNECT MARKETPLACE SHOWS EARLY RESULTS

Nearly 60 National Association Meeting Planners met one-on-one with Bureau Staff to learn about Dublin as a meeting destination. The Connect Marketplace Show in Chicago generated multiple new leads representing more than 3,000 room nights and \$1.1 million in potential revenue for the City of Dublin. Organizations such as the United Methodist Women, Delta Tau Delta, and the National Conference of Black Political Scientist are considering Dublin for their future conferences. Site visits for potential business will begin in November.



"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."