

September/October 2021

Visit Dublin

DIGEST

News and Information from Visit Dublin Ohio

REGIONAL CAMPAIGNS CREATE AWARENESS, RESULTS IN OUT-OF-STATE MARKETS

14 million Impressions Generated in 2021

“This campaign was a continuation of a six-year effort to attract out-of-state visitors and their travel dollars to Dublin.”

Visit Dublin’s most recent regional advertising campaign resulted in nearly 8 million impressions, 47,000 clicks to VisitDublinOhio.com, a 179 percent increase in Dublin bed tax revenue and hotel occupancy increased 29 percentage points. The campaign ran from April through July and utilized multiple types of digital media including native, social, video and more.

This campaign was a continuation of a six-year effort to attract out-of-state visitors and their travel dollars to Dublin. Visit Dublin has traditionally advertised in all Ohio markets such as Cleveland, Cincinnati, Dayton and more. The Dublin area was generating noticeable organic engagement from out-of-state markets like Detroit, Indianapolis, Pittsburgh, Charleston/Huntington, and Lexington. The opportunity to reach this wider audience in Dublin’s 3-hour drive markets presented itself in 2016 when the first regional campaign was launched.

Prior to the campaign, Dublin never had a presence in these markets and knew that to convert a visitor they first would need to know more about the city. The campaigns started with purely awareness-based media and messaging that showcased the unique experiences visitors can have in Dublin. Messaging and delivery tactics have evolved over the years while maintaining

a consistent look and feel while leaning into key experiences like Downtown Dublin, public art and the Columbus Zoo & Aquarium.

In the most recent campaign, markets such as Detroit and Indianapolis were the most highly engaged and generated the most impressions. A key indicator that Dublin is gaining traction.

As the campaigns evolve and continue to gain traction in key target markets, the goals have grown from awareness to more conversion-based metrics such as ordering a destination guide, joining the Destination Dublin E-travel Club and, ultimately, planning a trip. Most recently, sense of urgency messaging and media tactics were added to get users to act quickly and visit during Dublin’s shoulder seasons when hotels need the business. Seasonal events and activities, limited time deals, and impulse tactics are used to move users from consideration to planning.

All paid regional campaigns are layered with earned media and PR support. Visit Dublin connects with targeted travel writers and influencers in those three-hour drive markets to visit the area and share the experience with their readers. Visit Dublin has seen great success landing these stories in regional outlets that receive higher engagement. More than 67 million unpaid media impressions have been earned in 2021 alone.

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Briefs

VIDEO SERIES HIGHLIGHTS UNIQUE DUBLIN ATTRACTIONS

Visit Dublin debuted a new monthly video series this fall called "Only in Dublin." This series was created to generate awareness of all the unique restaurants, shops, and attractions that are off the beaten path in and around Dublin. The first three episodes feature Vincenzo's Convenient Elegance, Going, Going... Gone! public art installation and Café Istanbul Dublin. Visit Dublin will continue to release new episodes monthly. View them all and submit a Dublin spot you think should be featured at www.VisitDublinOhio.com/only-in-dublin.



MISSY BURKETT JOINS VISIT DUBLIN TEAM

Join us in welcoming Visit Dublin's newest team member, Missy Burkett. Missy is the new Visitor Experience Specialist and will manage visitor interactions and fulfillment, the Dublin Visitor & Information Center, and administrative tasks for Visit Dublin. A graduate of The Ohio State University, Missy has lived in Dublin with her family for 21 years. They specifically chose Dublin as the place to raise their family. Missy comes directly from Dublin's hospitality industry where she previously worked at Apricot Lane in Bridge Park.

2022 PARTNERSHIP PROGRAM TO HELP INDUSTRY EMERGE FROM PANDEMIC

Visit Dublin has had the pleasure of supporting nearly 80 hospitality partners in 2021 through sales and marketing efforts. As an industry hit hardest by the pandemic, Visit Dublin has offered Dublin's Hospitality Industry members free co-op advertising, social media promotion, sales leads, and more to help our partners recover and thrive throughout the year. This year, Visit Dublin will continue to build on our partnership benefits and will be creating a new Destination Guide to be distributed in early 2022. If you know of a business interested in learning the benefits of partnering with Visit Dublin, please contact Josh at JBricker@visitdublinohio.com.

For the Record...

Top Instagram Post
Fall Color at Indian
Runs Falls



LODGING TAX

Change
Year-to-Date Bed Tax Revenue +37%

VISIT DUBLIN OHIO MEASURES

July/August Website Visits (% change YTD)+100%
Free Media Impressions (YTD)67,037,245
Facebook Fans (% change YTD)..... +15%
Twitter Followers (% change YTD)+1%
Instagram Followers (% change YTD) +50%
YouTube Views (% change YTD).....+3%

PARTNER PREVIEW: BRICK HOUSE BLUE

Brick House Blue is reinventing the way we work, meet, and create. Brick House Blue is a dynamic work and meeting space where teams, individuals, and organizations can come together to solve problems, create new ideas and get results. They offer flexible meeting and event spaces that are built to help organizations and businesses do their best work by providing convenient amenities, the latest technology, and an onsite point of contact. The large meeting rooms, relaxing lounges, outdoor patio, and private breakout spaces help facilitate collaboration, foster new ideas, and even offer people a place to simply unwind. Explore their spaces at www.brickhouseblue.com.



"Visit Dublin Ohio is an economic driver for the City of Dublin attracting visitors and events that generate jobs and global awareness of Dublin."