

September/October 2022

Visit Dublin

DIGEST

News and Information from Visit Dublin Ohio

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VISIT DUBLIN ASPIRES FOR DUBLIN TO BE "A PREMIER GLOBAL CITY OF CHOICE"

Strategic Plan Includes Bold Vision to be a National Sports Destination

The Visit Dublin Board of Directors approved this month its 2023-25 Strategic Plan which featured a vision for Dublin to be a premier global city of choice. The Board worked closely with the City of Dublin and other key stakeholders to ensure Visit Dublin's vision supported their respective visions while keeping its own identity.

The plan includes a new Purpose, Vision, Mission with specific and measurable goals along with a variety of tactics to help accomplish the goals. The three primary goals for the next three years include: 1) Advocate for destination-defining development; 2) Support enhancements to the Dublin experience; and 3) Enhance the awareness, appreciation, and support of Dublin's tourism economy.

The first goal of "advocating for destination-defining development" includes a bold vision to become a destination of choice for sports tournaments and events and support efforts to enhance Dublin's capacity to host larger meetings and conferences. "The Board's future vision makes it clear that attracting the lucrative sports market is a top priority," said Scott Dring, President & CEO at Visit Dublin. "As an industry, we also need to look at growing our ability to attract larger conferences and

trade shows. Our current product can only host up to 250 people per conference."

In addition to the new Vision, the Board revised its Purpose and Mission Statements. The Purpose Statement says "Visit Dublin enhances the quality of life for area residents by attracting visitor spending, consumer interest and entrepreneurial investment into the community." The New Mission Statement reads "Visit Dublin collaboratively advocates for responsible and sustainable growth that reinforces its innovative promotion of the community to both area residents and visitors from around the world."

For the past 21 years, Visit Dublin has created and executed a three-year strategic plan. The 2023-25 plan was created based on in-depth research and community feedback. The Board retained a national consultant, DMO Proz, to help facilitate and create the plan. The research included a community and stakeholder survey, focus groups, one-on-one meetings, review of past plans and research, on-site visits and a one-day Board Retreat. The plan was approved at the Board's October 17 Board Meeting.

For a copy of Visit Dublin's 2023-25 Strategic Plan, contact Scott Dring at sdring@visitdublinohio.com.

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www.VisitDublinOhio.com



Briefs

VISIT DUBLIN AWARDED FOR TOP VIDEO SERIES

Visit Dublin recently received recognition for achievement in marketing and advertising at the Ohio Travel Association's Conference on Travel. In this year's competition, the Recognizing Uncommon Brilliance (RUBY) Awards had nearly 200 entries from destinations, attractions, and other hospitality businesses around the state. Visit Dublin received awards for the top television advertisement for the "Drop the Bored Games" regional campaign commercial, the Visit Dublin Ohio blog and received a "flawless" entry for the popular "Only in Dublin" video series that showcases local businesses and experiences that can only be found in Dublin.



REGIONAL CAMPAIGN GENERATES A RECORD OF 17 MILLION IMPRESSIONS

A record of more than 17 million impressions, 1 million video views and 65,000 website visits were generated from potential visitors in Pittsburgh, Indianapolis, Detroit, Charleston/Huntington and other 3-hour drive markets as a result of Visit Dublin's Regional Awareness Campaign. The campaign, which was executed between March and August, extends the reach of Dublin's destination message beyond Ohio and encourages visitation among leisure travelers. Due to great results and engagement, an extension of the campaign with fall and winter imagery launched in September and will run through Thanksgiving.

IAN MONTGOMERY, ULISES INFANTE GARCIA, KRISTY VENNE APPOINTED TO BOARD

Visit Dublin's Board of Directors recently announced three new members. Kristy Venne, Director of Community Engagement, Planning and Partnerships for Dublin City Schools, was named attraction representative; Ian Montgomery, Owner of Fado Pub & Kitchen, was named restaurant/retail representative; and Ulises Infante Garcia, General Manager of the AC Marriott, was named hotel representative. Additional Board of Directors include Gerrilyn Rozich (President), Dr. David Lee, Tim Lecklider, Jessica Rexer, Amy Numbers, Rick Harrison Wolfe, David Babner, Kollin Hanes, Dr. William Burke, Sharon Baker Magee, Betty Clark, Heather Ditty, Robert Ranc, Dave Cecutti, Frank Willson, Nicolle Gomez Racey, Clay Rose, Craig Baldrige, Eric Belfrage, Phil Smith and Scott Dring.



For the Record...

Top Instagram Post
Black Dog Pizzeria Reel

LODGING TAX



Change

Year-to-Date Bed Tax Revenue +48%

VISIT DUBLIN OHIO MEASURES

Sept./Oct. Website Visits (% change YTD).... +52%

Free Media Impressions (YTD) 177,953,251

Facebook Fans (% change YTD).....+9%

Twitter Followers (% change YTD)+2%

Instagram Followers (% change YTD) +22%

YouTube Views (% change YTD)..... +153%

PARTNER PREVIEW: BUSY BEES POTTERY & ARTS STUDIO

Busy Bees Pottery & Arts Studio is a contemporary studio where you can create original pieces of art using a myriad of mediums. They offer a wide range of bisque pieces for you to paint your own pottery, great mosaics for you to build, glass designs to create, clay to sculpt your own masterpiece with, and canvas painting to feel like a true artist. Busy Bees Pottery & Arts Studio is the ideal place to have a birthday party, girls' night out, baby or bridal shower, business, or any other special occasion. Walk-ins are welcome 7 days a week! Visit Busy Bees at 6685 Dublin Center Dr. or dublin.busybeesart.com.



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