

September/October 2020

Visit Dublin

DIGEST

News and Information from Visit Dublin Ohio

ADDITIONAL SALES & MARKETING FOCUS AIDES DUBLIN COMMUNITY, RESIDENTS

Dublin CVB Transitions to Visit Dublin Ohio

“Visit Dublin has applied its sales and marketing skills toward the central Ohio region with great success during the pandemic.”

– Scott Dring

To evolve and position the Dublin Convention & Visitors Bureau for success in the future, the organization officially became Visit Dublin Ohio on October 1. In addition to generating income and jobs for the Dublin economy, Visit Dublin will become a greater resource for the City of Dublin, act as a community leader and collaborator to support small business and ultimately increase the quality of life for Dublin residents.

While this transition was in process long before COVID-19, the pandemic has reinforced the need for Visit Dublin to broaden its sales and marketing efforts to be a greater resource for the City of Dublin and its residents. Although attracting out-of-town visitors and promoting the City on a national and international level will continue to be a focus, Visit Dublin has implemented a strategy to support the local hospitality industry more directly.

“Our Board of Directors conducted in-depth research and worked with nationally known experts to create a strategy to best serve Dublin and it’s residents during and beyond COVID-19,” said Scott Dring, President and CEO at Visit Dublin. “Putting the community first and acting as a community partner and leader is our top priority.”

The traditional model for Convention & Visitors Bureaus is to focus its sales and marketing efforts to audiences 150 miles or more away in hopes to attract overnight visitors with very little marketing efforts geared toward the local region. During the pandemic, Visit Dublin quickly pivoted its efforts to focus on marketing the City of Dublin to Central Ohio Residents in support of Dublin restaurants, retail, attractions and hotels.

“Visit Dublin has applied its sales and marketing skills toward the central Ohio region with great success during the pandemic,” said Dring. “We will apply these

innovative strategies and initiatives beyond COVID-19 to attract future revenue and jobs to the City while continuing to showcase Dublin to a worldwide audience.”

Visit Dublin already moved toward the transition pre-COVID-19, changing its website and social media channels to Visit Dublin in 2016. In the first year of transition the website experienced an 81 percent increase in visits, Facebook had a 228 percent increase in engagement and the Visit Dublin Ohio Instagram audience grew by nearly 60 percent.

Note: All Visit Dublin Staff emails have been changed from @irishisanattitude.com to @visitdublinohio.com.



www.VisitDublinOhio.com



Briefs

VIRTUAL GROUP SHOWS GENERATE REGIONAL LEADS

Visit Dublin staff attended its first virtual tradeshow targeting Group Tours in September. Staff met virtually with nearly 20 regional Tour Operators interested in booking trips for late 2020 and throughout 2021. Two leads were secured for Dublin tours with one operator bringing three busses to the area in November 2020 with 125 travelers visiting via motorcoach. Sales staff continues to look for leisure business to help fill hotels and local businesses while corporate travel and meetings are on hold due to COVID-19.

VISIT DUBLIN WINS STATEWIDE AWARD FOR SAFETY EFFORTS

Visit Dublin won the Spirit of Community RUBY Award for its 6ft Gallery street decal project at the Ohio Conference on Travel in October. Competing against all Ohio travel and tourism businesses, the RUBY Awards recognize excellence in travel marketing and were adapted this year with only two categories - Spirit of Innovation and Spirit of Community. The 6ft Gallery was part of Dublin's Hospitality Industry Restart Plan to establish and promote Dublin as a safe destination.



ELEVEN DUBLIN BUSINESSES FEATURED IN WEEKLY DEAL CAMPAIGN

Eleven area businesses are offering exclusive discounts through Visit Dublin's Weekly Deal social media campaign. The goal of the campaign is to bring awareness to local businesses and generate revenue with limited time only deals for Visit Dublin's digital audience. Local hotels, restaurants, retail and attractions are participating in the campaign that will run through the end of the year and feature one business and deal each week.



For the Record...

Top Instagram Post
Fall in Downtown Dublin



LODGING TAX

Change

Year-to-Date Bed Tax Revenue-57%

VISIT DUBLIN OHIO MEASURES

July/Aug. Website Visits (% change YTD).....-54%

Free Media Impressions (YTD)5,845,251

Facebook Fans (% change YTD).....+11%

Twitter Followers (% change YTD)+4%

Instagram Followers (% change YTD)+47%

YouTube Views (% change YTD).....+4%

SAFETY STREET DECALS PROMOTE LOCAL BUSINESS, SAFETY

The next iteration of the Safety Street Decals was installed throughout Downtown Dublin in October to not only reinforce COVID-19 safety messaging, but also support local businesses in a fun, seasonal way. Several fall flavored items like "The Great Pumpkin Latte" from Sweetwaters in Bridge Park and pumpkin cupcakes from Our CupCakery in Historic Dublin were used to portray a six-foot distance. All decals urge visitors to social distance and include a QR code to a landing page that features all the places in Downtown Dublin you can purchase fall flavored goodies. Visit Dublin is collaborating with the City of Dublin to create a holiday themed safety display in November.



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