

September/October 2018

Bureau Biz

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

BUREAU EXTENDS MARKETING EFFORTS YEAR-ROUND

Visitors Encouraged to Visit During Fall/Winter Shoulder Seasons

Over the past nine months, the Bureau has adopted an aggressive public relations effort to share the Dublin story with the world.

As Dublin grows as a destination, the Dublin Convention & Visitors Bureau continues to adapt its sales and marketing efforts to capture the attention of visitors around the country. Traditionally, the Bureau focused its marketing messages and resources around Spring and Summer, but with increased hotel supply and competition the Bureau has initiated a new strategy to aggressively market Dublin during the Fall and Winter months.

Social media and website have always been the cornerstone of Dublin's year-round efforts with daily posts of relevant and timely content. Through the website and blog, the Bureau can tell the Dublin stories in every season and easily share them with more than 20,000 followers socially. Stories like "11 Places to Watch Fall Color", "An Inside Look at Why Old Town Ghost Tours are a Hauntingly Good Time" and "Dublin's Frozen Falls" will resonate with potential Dublin visitors.

Over the past nine months, the Bureau has adopted an aggressive public relations effort to share the Dublin story with the world. As part of this plan, shoulder season pitches touting fall and winter stories such as "Elves on Shelves

Aren't Just for Kids- Festive Family Road Trip" and "5 Ohio Destinations for All the Fall Feels" are getting in the hands of regional and national media. Dublin's wealth of parks, public art and outdoor hidden gems help to set the stage for a fall or winter story. To date, the Bureau has hosted two travel writers focusing on why to visit Dublin after summer.

The popular Destination Dublin E-Travel Club has a subscriber base of 8,000 and continues to grow monthly. The newsletter supplies readers with a monthly update on all things Dublin. After surveying the

subscriber base, room for a quarterly e-blast was discovered. These quarterly emails will cover seasonal events, activities, hotel packages and more. Dedicated Fall and Winter happenings pages were created on visitdublinohio.com to lead e-travel club readers to more seasonal happenings in Dublin.

In addition to these new initiatives, the Bureau is planning Fall and Winter photoshoots to allow visitors to envision themselves visiting a Dublin park in a kaleidoscope of color or strolling snow-lined streets while holiday shopping in Downtown Dublin. These images will be used for media pitching, social media efforts, website, the Destination Guide, future paid placements and more.



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Briefs

Bureau Awarded State's Top Marketing and Video Campaigns

Competing against travel and tourism organizations from across the state, the Bureau was awarded the state's top Marketing Campaign and Video Awards from the Ohio Travel Association. The two RUBY Awards recognized the Celtic Cocktail Trail and "How-to Irish" video series. Staff also won awards for Website, Blog, Newsletter, E-Newsletter and Digital Campaign. The Ohio Travel Association's Recognizing Uncommon Brilliance Yearly (RUBY) Awards recognize excellence in Ohio's travel industry for efforts in advertising, marketing and public relations.

Honda R&D Selects Dublin

Staff secured an employee event for Honda R&D that will attract 1,200 people to Downtown Dublin this November. The Bureau collaborated with Crawford Hoying and the City of Dublin to secure the social event, which will generate more than \$110,000 for the local economy. Honda's associates will experience Downtown Dublin and all its restaurants, attractions and shops for an evening of festivities. The event will culminate in a reception at The Exchange at Bridge Park. It was previously held in Downtown Columbus.



For the Record...

LODGING TAX

Change
Year-to-Date Bed Tax..... +8.5%

DUBLIN CVB MEASURES

July/Aug. Website Visits (% change YTD)..... +62%
Free Media Impressions (YTD)4,220,049
Facebook Fans (% change YTD)..... +10%
Twitter Followers (% change YTD)+2%
Instagram Followers (% change YTD) +27%
YouTube Views (% change YTD)..... +29%
Fairy Door Trail Completions (YTD).....3,597

Partner Preview: Vine & Tap

Located in Downtown Dublin, Vine & Tap offers a rustic, intimate atmosphere to enjoy a robust selection of wine, Ohio craft beer and specialty cocktails. Stop in for local entertainment, live music, trivia and other rotating special events at this local haunt. Looking for a spot to hold your next event? Vine & Tap is ready to host and toast you! Visit at 55 South High Street in Historic Dublin or vineandtapdublin.com for more information.

OHIO COBRA CLUB MOVES MARQUEE EVENT TO DUBLIN

After 13 years in London, Ohio, the Cobra Club announced it will move its annual car club meeting and show to Dublin on June 20-22, 2019. The event will feature approximately 150 Cobra vehicles and the three-day event will generate more than 250 room nights and tremendous economic impact to the area. The Ohio Cobra Club strives to spread admiration for the Cobra Automobile and raise money for the Cystic Fibrosis Foundation.

