

Bureau Biz

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

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Dublin CVB Honored with a Record 13 Marketing Awards *Blatnik Receives Prestigious Emerging Leader Award*

During the State of Ohio’s Travel and Tourism Conference last month, the Bureau not only received numerous awards for its marketing efforts over the past year but Communication Manager, Sara Blatnik, was awarded the prestigious “Emerging Leader Award.”

Competing against travel and tourism organizations from across the state of Ohio, the Bureau earned three RUBY Awards for its Promotional Video, Bureau Biz Newsletter and Annual Report. The Ohio Travel Association’s RUBY Awards recognize excellence in Ohio’s travel and tourism industry for efforts in advertising, marketing and public relations. In this year’s competition, more than 200 entries were submitted by various travel and tourism businesses and organizations.

The Ohio Travel Association’s “Emerging Leader Award” honors budding tourism leaders with under 15 years of professional experience in the industry and is open to anyone in the State of Ohio. A committee of industry leaders selected Sara Blatnik as the recipient after receiving nominations from across the entire state.

The Bureau was recognized for its work during the year through several other competitions, including a record six “MIDDY” Awards in September for excellence in tourism marketing from the Ohio Association of Convention & Visitors Bureaus (OACVB). The Bureau was in the same category as the largest CVBs in the

State, including Columbus, Cincinnati, Cleveland, Canton, Akron and others. The Bureau received first-place awards for its Social Media Campaign promoting Dublin’s St. Patrick’s Day, #sodublin television advertisement, Bureau Biz Newsletter and Annual Report. Second place MIDDY’s were

awarded for the Bureau’s Fairy Door Trail Marketing Campaign and Visitor & Event Planning Guide.

One of the most competitive awards came from the Central Ohio Public Relations Society of America’s PRism Awards. Competition comes from all industries representing corporations, full-service advertising agencies, non-profit associations, colleges and other businesses across central Ohio. The Bureau earned four PRism Awards for excellence in public relations for its Social Media Campaign (St. Patrick’s Day), Irish Attitude Blog, 2016 Visitor & Event Planning Guide, and Dublin’s new Fairy Door Trail.



Dublin OHIO
Irish is an Attitude.



Briefs

Social Media Audit Underway

TwoSix Digital has been retained by the Bureau to conduct a social media audit of all active channels to be completed before the new year. The audit will review web analytics to reveal any opportunities related to traffic and social media engagement, review each of the Bureau's social media channels and provide a detailed assessment of each. Ultimately, the audit will provide recommendations on a how to immediately improve Dublin CVB's current positioning within web properties and social channels.

Unique OHSAA Partnership Generates Business, Awareness

A Bureau partnership with the Ohio High School Athletic Association (OHSAA) has resulted in several teams staying in Dublin hotels participating in this month's Ohio High School State Football Championships. The partnership guarantees teams for Dublin and provides a great opportunity to market the City of Dublin to the thousands of visitors with visibility at Ohio Stadium, print ads in the Fan Guide, mentions during the statewide radio broadcast and more. Staff also targets the fans, boosters and administration of all 14 teams that competed in the championships promoting Dublin as the ideal place to stay, eat and spend money during their visit.



BOOMERS IN GROUPS VISIT DUBLIN

With the Boomers in Groups travel conference being held in Columbus last month, the Bureau had the opportunity to host 25 guests on a site-seeing tour for group travel leaders. The guests experienced an Irish Dance 101 class, an Animal Encounter at the zoo and explored the Fairy Door Trail in Historic Dublin to showcase the area as a group tour destination. These influential travel leaders typically bring 50-60 visitors per bus on their trips and spend thousands of dollars in the communities they visit.

For the Record...

LODGING TAX

These figures reflect the Dublin CVB portion of the hotel/motel tax, allocated to the Bureau by the City of Dublin's Division of Taxation.

	Change
September/October Bed Tax	+3.1%
Year-to-Date Bed Tax	+4.7%

DUBLIN CVB MEASURES

September/October Visitor Inquiries	172
Free Media Impressions (YTD)	651,621
Web site Visitors (% change YTD)	-11%
E-Travel Club Members (% change YTD)	-2%
Facebook "Likes" (% change YTD)	+17%
Twitter Followers (% change YTD)	+9%
YouTube Channel Views (% change YTD)	+31%

Partner Preview: CLB Restaurants

CLB Restaurants is committed to providing their guests with a comfortable and high-energy dining experience with outstanding service and the freshest and finest ingredients available. Let CLB host your next gathering in Dublin. Both Tucci's and Matt the Miller's have private space available with different menus and ambiance. Enjoy the relaxed, tavern feel at Matt the Miller's, or sip fine wines in Tucci's intimate atmosphere. Just in time for the holidays, when you purchase a \$100 CLB gift card before December 31, you can enjoy a \$20 bonus certificate for yourself. Visit Matt the Miller's Tavern at 6725 Avery-Muirfield Dr., 614-799-9100, www.mtmtavern.com and Tucci's at 33 N. High St., 614-792-3466, www.tuccisdublin.com.

