

# Bureau Biz

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

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## Bureau's First Regional Campaign Produces Big Results *Building Awareness Outside of Ohio*

This spring the Bureau launched its first-ever regional awareness campaign targeting out-of-state drive markets utilizing the #SoDublin video testimonial assets created over the past year. After completing a in-depth Visitor Perception Study with NorthStar Strategies, the Bureau's geographic market opportunities were defined and the Charleston/Huntington, WV market was selected as the inaugural market for the campaign.

The regional campaign included paid media, PR outreach and social strategy. The paid portion of the campaign included engaging consumers through video content on Hulu and through written content on Nativo to build brand awareness of Dublin as a destination in the Charleston/Huntington market. The campaign ran May through June, targeting adults 35-49. During campaign planning, key performance indicators were set at 1,851,310 impressions, and 427,500 video views at a 90 percent completion rate.

After completion, paid campaign results included 1,845,760 impressions, 525,973 video views at a 98.7 percent completion rate! When looking at overall traffic to the #SoDublin landing page there was a large spike in West Virginia making up for 26 percent of total sessions. Hulu was extremely successful in garnering completed video

views, exceeding the goal completion rate and moving users from awareness to consideration by generating site visits and time spent on site. Nativo was effective in driving relevant engaged traffic to the site moving users further down the funnel.

In order to extend the reach of the campaign in several of the Bureau's target markets, an aggressive public relations strategy was formed sending staff to regional markets to appear live, on-air and meet with travel writers and influencers in the area to share the Dublin story. Through this effort, the Bureau secured three on-air segments and six face-to-face meetings with writers and influencers planning stories and trips to Dublin.

The social media aspect of the campaign included the #SoDublinSweepstakes Instagram contest where consumers were asked to take a photo of something in their current location that reminds them of the "old country" for a chance to win a weekend getaway to Dublin, Ohio. The campaign was supported by Instagram ads and branded drink coasters that were distributed in ten Irish pubs in out-of-state markets with entry details. The social campaign resulted in a 25 percent increase in Instagram followers and 109 percent increase in Instagram engagement.

Overall, the campaign was a huge success. The Bureau plans to reproduce and expand the campaign in the coming years with a focus on different markets.

**Dublin**  
OHIO  
Irish is an Attitude.



## Briefs

### Zoo Partnership Targets Fort Wayne

In the effort to raise awareness of Dublin in the Bureau's top feeder markets, staff created a unique partnership with the Columbus Zoo & Aquarium utilizing a DJ testimonial campaign to boost getaway package bookings. Three of the top DJs from the top Fort Wayne area radio stations visited Dublin to experience the Dublin Family Getaway and promote the Bureau's package through on-air testimonials, social media channels and produced radio spots throughout the month of July to their audiences. During the campaign, the Ft. Wayne package landing page was the fourth highest ranking page on IrishisanAttitude.com.

### Dublin Irish Festival Package Keeps Visitors in Dublin Overnight

For the second year, the Bureau partnered with the City of Dublin to create a value add package for visitors interested in the Irish Festival. The Dublin Irish Festival Free Ticket Package allows any visitor staying in a Dublin hotel to receive two free tickets, per night to the festival, along with souvenir mugs with the goal of promoting overnight stays during festival weekend. The package promotion resulted in over 50 room nights booked in Dublin hotels.



### BUREAU PARTNERS WITH WORLD'S LARGEST TRAVEL SITE

New this year, the Bureau is partnering with TripAdvisor, the world's largest travel site that sees 350 million unique users monthly. The Bureau will own and manage the Dublin, Ohio tourism and destination pages and will be able to customize all video, photos, links, Visitor Guides, articles, events and more. This partnership also includes placements on other target content on TripAdvisor throughout the year.



## For the Record...

### LODGING TAX

These figures reflect the Dublin CVB portion (35 percent) of the hotel/motel tax, allocated to the Bureau by the City of Dublin's Division of Taxation.

	Change
May/June Bed Tax .....	+4.8%
Year-to-Date Bed Tax .....	+5.2%

### DUBLIN CVB MEASURES

May/June Visitor Inquiries .....	263
Free Media Impressions (YTD) .....	576,903
Web site Visitors (% change YTD) .....	+5%
E-Travel Club Members (% change YTD) .....	+3%
Facebook "Likes" (% change YTD) .....	+22%
Twitter Followers (% change YTD) .....	+13%
YouTube Channel Views (% change YTD) .....	+34%

### Partner Preview: Emerald City Half & Quarter Marathon

The race with Irish Attitude will return to Dublin for the seventh consecutive year on August 28, 2016. M3S Sports hosts the "ultimate end of summer celebration of the healthy and active lifestyle" in Dublin annually that features a 13.1 mile course winding through parks, wetlands and more. Run, walk or cheer on your favorite participant to the finish line. To register, visit [www.emeraldcityhalfmarathon.com](http://www.emeraldcityhalfmarathon.com). Can't make the Emerald City Half & Quarter? Visit [www.m3ssports.com](http://www.m3ssports.com) for other area races throughout the year including the St. Patrick's Day 4-Miler and the FORE! Miler to kick off the Memorial Tournament week.