

# Bureau Biz

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

## New Ad Campaign Reenergizes Dublin’s Irish Attitude

The Dublin Convention & Visitors Bureau actively promotes the community brand, destination tourism and specific attractions through a range of traditional and digital media. The Bureau launched a new advertising campaign to further build upon the brand awareness and interest in Dublin as a tourism destination and create consumer engagement encouraging consumers to learn more about local places and events.

The campaign can be applied both for print and digital uses, reenergizing the brand appeal and expression of Dublin while reinforcing the Irish is an Attitude brand. In order to do this, the Bureau developed a series of branded creative concepts that could be expressed in digital, traditional and unique media/avenues to actively promote Dublin as a destination. “The designs are fresh and creative while staying true to Dublin’s “Irish is an Attitude” brand,” said Scott Dring, executive director at the Bureau.

The new campaign conveys Dublin as a fun, family destination while promoting Dublin’s proximity to world-class attractions and playing on the City’s affinity for all-things-Irish. The designs feature the use of word art to showcase different ways to experience Dublin’s Irish Attitude (SHOP with and Irish Attitude, MEET with and Irish Attitude, ADVENTURE with an Irish Attitude) and black and white photographs with

eye-catching green accents. The Bureau conducted a series of lifestyle photo shoots in Dublin to capture the essence of the “power words” included in the word art of each ad for each market segment. These features combined with a short call to action create a unique and compelling look that can be used in several formats.

The new campaign debuted this summer in several print publications and a digital prospecting and retargeting campaign.



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## Briefs

### The Bureau has a new Group Sales Manager

Amanda Mikkelson is the new Group Sales Manager for the Bureau. Amanda was previously responsible for weddings and events at the Ohio Statehouse and held past positions with Experience Columbus and the Renaissance Marriott in Columbus. She is also a Certified Tourism Ambassador (CTA) and is pursuing her Certified Meeting Planner (CMP) designation. Amanda will focus on marketing the City of Dublin and attracting business from various markets, including Group Tour, Religious, Military, Educational, Reunions, Fraternal, Weddings and more. Amanda just moved to Dublin and is a graduate of Ohio University.

### Top Gun Returns to Dublin for another Successful Showcase

For the second year in the row, more than 1,500 of the top prep and youth football players and their families from across North America and abroad came to Dublin in July for the Football University's Top Gun Showcase. The invitation-only camps were held at Dublin Jerome High School, filling Dublin hotels and bring millions of dollars of economic impact to the Dublin community. Visitors came to Dublin from nearly every state and from countries such as Canada, England, Scotland and Germany. The Bureau, the City of Dublin, Dublin City Schools and Nationwide Children's Hospital Sports Medicine collaborated to attract both events to the City for a second year. Every year, Top Gun promises to be the largest gathering and display of elite football players from across the nation in one location. The Bureau is working with City partners to secure the event for 2015.

### DESTINATION TOOLKIT MAKES PROMOTING DUBLIN EASY

With such a wide array of partners, from large corporate hotels and restaurants to small shops and businesses, the Bureau wanted to provide a quick and easy guide to promoting Dublin as a tourist destination that could be utilized across the board. The Destination Toolkit, found on [www.IrishisanAttitude.com](http://www.IrishisanAttitude.com) gives quick tips and example posts for websites, social media and more that promote Dublin as a tourist destination and can be easily copied or modified to fit individual business needs. This tool encourages partners to use the existing tools that the Bureau has created such as the Destination Dublin Music Video, #irishisanattitude hashtag, Dublin photography and more. The destination toolkit is another step in creating a cohesive destination.

## For the Record...

### LODGING TAX

These figures reflect the Dublin CVB portion (25 percent) of the hotel/motel tax, allocated to the Bureau by the City of Dublin's Division of Taxation.

	2014	2013	Change
May/June	\$124,834	\$122,019	+2.3%
Year-to-Date	\$305,481	\$287,483	+6.2%

### DUBLIN CVB MEASURES

May/June Visitor Inquiries	547
Free Media Impressions (YTD)	2,677,376
Web site Visitors (% change YTD)	+24 %
E-Travel Club Members (% change YTD)	+61%
Facebook "Likes" (% change YTD)	+380%
Twitter Followers (% change YTD)	+26%
YouTube Channel Views (% change YTD)	+61%

### Partner Profile: Firehouse Subs

Firehouse Subs offers hot and cold specialty subs, drinks, sides, kids combos and a full catering menu. They specialize in hot subs and submarine sandwiches made with premium meats and cheeses, steamed to perfection, then piled high on a toasted private recipe sub roll. Based on a long line of firefighters and first responders, the owners created the Firehouse Subs Public Safety Foundation that works to collect donations and turn them over in the form of grants to public safety organizations. Visit the Dublin location Firehouse at 6454 Sawmill Rd. or call 614/889-1000.

