

Three young girls with blonde hair are sitting on a large, textured green shamrock prop. They are all smiling and looking towards the camera. The girl on the left is wearing a brown zip-up hoodie and brown pants. The girl in the middle is wearing a blue shirt and a green headband with a shamrock. The girl on the right is wearing a green jacket with a shamrock on the chest and green pants. In the background, there are bare trees and a building. A sign is in the foreground.

# 2012

## A YEAR IN REVIEW

  
**Dublin**<sup>TM</sup>

Convention & Visitors Bureau

*OHIO*

*Irish is an Attitude.*

# What is the Dublin CVB?

The Dublin Convention & Visitors Bureau was created in 1988 as the sales and marketing organization charged with selling Dublin, Ohio as a travel destination. The DCVB, a non-profit organization, utilizes a multifaceted marketing effort to attract visitors and their travel dollars from various markets.

## Major Initiatives

- Build brand awareness of Dublin as a destination.
- Establish the Dublin Convention & Visitors Bureau as an expert source of visitor information.
- Generate qualified leads and room nights.
- Effectively communicate the value and importance of the Dublin Convention & Visitors Bureau to key stakeholders.
- Establish a cohesive and informed visitor destination.

## International Accreditation

The Dublin Convention & Visitors Bureau is internationally accredited through the Destination Marketing Accreditation Program (DMAP). In earning the DMAP accreditation, convention and visitors bureaus communicate to their community, buyers and potential visitors that their CVB has attained a significant measure of excellence. The Dublin CVB is one of only 149 CVBs worldwide that have achieved accreditation and one of only five in the State of Ohio.



*“People in our places, feet on our streets, heads in beds”*





The goal of the Bureau's Sports Marketing team is to position Dublin as a sports destination and attract professional, amateur, collegiate and youth sporting events to Dublin.

## Notable Dublin CVB Results in 2012

- Secured the 2013 Football University Top Gun Camp – the event will attract 1,500 football players from across the United States, Canada and Europe and generate an estimated 5,000 room nights.
- Secured the 2013 Football University Ohio Regional Camp generating an estimated 250 room nights.
- Hosted the 2012 USAFL 49th Parallel Cup attracting participants and attendees from across the United States and Canada. The event streamed live on the internet to more than 70 countries around the world and topped 150,000 viewers.
- For the 3rd straight year, the Nike Soccer Tournament broke its room night record with 3,101 room nights, a 17 percent increase over the previous year.
- Established a partnership with the Ohio High School Athletic Association (OHSAA) resulting in Dublin hosting high school teams participating in State Championships for various sports. Hotel room nights to Dublin's hotels increased 11 percent over last year.
- Established a relationship with the Dublin City Schools to utilize athletic facilities to host future events.





The Bureau is working closely with the City of Dublin, PGA Tour and other regional partners in preparation for the 2013 Presidents Cup (October 1-6, 2013) at Muirfield Village Golf Club in Dublin. An estimated 60,000 visitors from across the world will be visiting Dublin for the event.



October 1-6  
Muirfield Village Golf Club

[www.presidentscup.com](http://www.presidentscup.com)

## Dublin Hotel Room Nights Select Events – 2012

Event Name	2011	2012	% Change
OHSAA State Wrestling	593	608	↑ 2.5
OHSAA State Ice Hockey	140	190	↑ 35
OHSAA State Gymnastics	44	63	↑ 43
OHSAA State Boys Basketball	263	290	↑ 10
Early Bird Soccer Tournament	192	593	↑ 208
Nike Soccer Tournament	2650	3101	↑ 17
Ohio Middle School Lacrosse	632	726	↑ 15
Dublin Memorial Baseball Tournament	760	938	↑ 23
Memorial Tournament	3,538	4,308	↑ 22
Dublin Irish Festival	2,148	2,188	↑ 2

# Leisure Market



The goal of the Bureau's Leisure Marketing efforts is to raise awareness of Dublin as a leisure destination and help generate overnight weekend visitors – a great time of need for Dublin's hotels.

## Notable Dublin CVB Results in 2012

- Established and booked a record number of Columbus Zoo/COSI Kids Eat Free Summer packages.
- Launched innovative Grant Program aimed at creating new Irish entertainment and product to the City of Dublin.
- Created an initiative highlighting “Irish Approved” businesses that offers visitors authentic Irish experiences and products.
- Secured Dublin features in several regional and national publications, such as the *Pittsburgh Tribune-Review*, *Ohio Magazine*, *Group Tour Magazine*, *Bank Travel Management*, *Small Market Meetings* and others.
- Created several new year-round leisure packages featuring the Columbus Zoo, COSI Columbus, area restaurants, Historic Dublin and more.

## Bureau Opens New, Interactive Visitors Center

Located in the heart of Historic Dublin, the Dublin Visitor Information Center is the interactive resource for travelers and residents. The facility was renovated in 2012 with an interactive touch-screen television where visitors can explore the latest information on the Bureau's website. Travelers from 47 states and 28 countries visited the center for Dublin information in 2012.



# Group Tour Market



The goal of the Group Tour effort is to create unique experiences that will attract bus tours to Dublin for both day and overnight trips.

## Notable Dublin CVB Results in 2012

- Secured a 30 percent increase in Group Tour bookings to the City of Dublin.
- Booked group tours as a result of Bureau efforts generated more than \$300,000 in economic impact, reflecting a 19:1 return on investment of Bureau marketing dollars.
- Launched three new unique Irish experiences for group tours, bringing the total to 30 different hands-on Irish experiences that groups can select and participate in while visiting the city with Irish attitude.
- More than 125 of the Bureau's popular Irish experiences were utilized by group tours.
- Participated in two cooperative efforts—the Ohio Has IT! Partnership (an 85-member statewide marketing consortium) and the Experience Columbus Group Tour Council (a local tourism marketing partnership)—both of which provided additional advertising, marketing and trade show opportunities.

*The Bureau pursued the Group Tour market through a multi-faceted approach that resulted in more than 100 appointments with influential tour operators at regional and national trade shows including Heartland Travel Showcase, the Tourism Alliance Partnership TAP Dance and the Virginia and North Carolina Motorcoach Associations Annual Meeting.*



**Economic impact of Group Tours to Dublin resulted in a 19-to-1 return on investment of Bureau marketing dollars.**



The Bureau implements an aggressive sales and marketing effort to lure business from the SMERF Market (social, military, educational, religious, fraternal). The goal of the sales team is to secure meetings, trade shows, conventions and other business within the SMERF market.

## Notable Dublin CVB Results in 2012

- Generated more than 1,000 new meeting planner contacts from across the United States at various tradeshows including -- Small Market Meetings Conference, Connect Marketplace, Rejuvenate Marketplace and Ohio Society of Association Executives Annual Conference.
- One-on-one meetings with nearly 100 pre-qualified meeting planners resulting in 53 new business leads.
- Secured exposure of Dublin in various SMERF publications such as the *Ohio Society of Association Executives*, *Rejuvenate Magazine* and *Small Market Meetings Magazine*.



## New Business Secured in 2012

- International Conference of Police Chaplains Region IV (2013)
- Ancient Order of Hibernians Ohio Biennial Convention (2013)
- North American Irish Festival Organizers (2012)
- Ohio Mortgage Bankers Association Annual Convention (2012)
- Tri State Accountants Meeting (2012)
- Episcopal Diocese of Southeastern Ohio Meeting (2012)
- Ohio Job & Family Services Directors Association (2012)
- Jindal Family Reunion (2012)

# Standing Apart from the Rest...

Several organizations recognized The Dublin Convention & Visitors Bureau for its marketing efforts in 2012. In all instances, the Bureau competed against numerous organizations from across the state of Ohio and Midwest.



## The Ohio Association of Convention and Visitors Bureaus:

- 1st Place Newsletter (Bureau Biz)
- 1st Place Website
- 1st Place Print Campaign
- 2nd Place Visitors & Event Planning Guide



## The Central Ohio Public Relations Society of America:

- 1st Place Newsletter
- 2nd Place Golf Guide
- 2nd Place Blog



## The Ohio Travel Association:

- 1st Place Newsletter (Bureau Biz)
- 1st Place Print Advertisement
- 1st Place Blog
- 2nd Place Website
- 2nd Place Visitors & Event Planning Guide



## Dring Receives Paul Sherlock Award

The Ohio Travel Association named Scott Dring, executive director for the Dublin Convention & Visitors Bureau, the recipient of the State of Ohio's Paul Sherlock Award – the industry's highest honor.





# Social Media Effort Results



## Social Marketing the Irish Attitude

The Bureau integrated an aggressive social media/internet marketing effort into its 2012 Marketing Plan, some key results include:

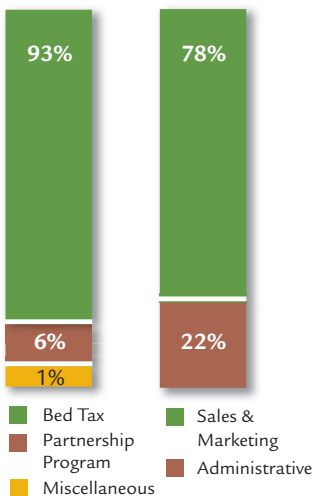
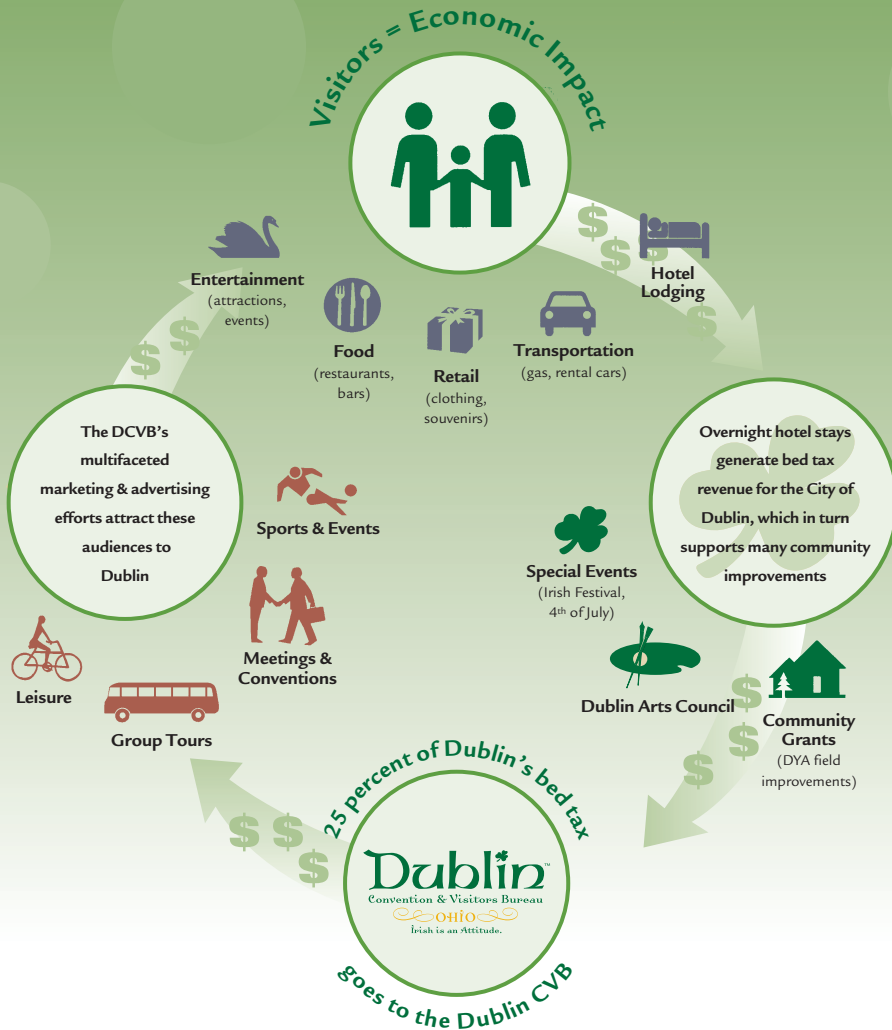
- Increased the Destination Dublin E-Travel Club membership by 18 percent over 2011.
- Experienced an 80 percent increase in new website visitors to [www.IrishisanAttitude.com](http://www.IrishisanAttitude.com).
- Increased number of Facebook fans by 19 percent.
- Increased visitors to the Bureau's blog by 86 percent over last year – [www.IrishAttitudeBlog.com](http://www.IrishAttitudeBlog.com).
- Increased the number of Bureau Twitter followers by 8 percent.
- Generated nearly 8,000 views of DCVB videos on Youtube – a 58 percent increase.
- Launched a “Visit Dublin Ohio” Pinterest account ([www.Pinterest.com/VisitDublinOhio](http://www.Pinterest.com/VisitDublinOhio)) following 26 boards promoting the city with Irish attitude and all-things Irish. To date, the account has attracted 270 followers.



**Social media is today's “word of mouth,” which remains the most powerful marketing method.**

# The Dublin Visitor = Economic Impact

Visitors generate tens of millions of dollars every year for Dublin through expenditures on food, retail purchases, transportation, entertainment and hotel lodging. The Dublin CVB's marketing efforts bring visitors to Dublin and help build this growing economy.



## 2012 Dublin Lodging Highlights

(Compared to 2011 figures)

**Bed Tax Revenue** = \$2,465,617 (10% increase)

**Total Hotels** = 14 (6% decrease)

**Total Rooms** = 1,908 (4% decrease)

**Occupancy Rate** = 65.1% (3.5% increase)

**Average Daily Rate** = \$96.23 (4.5% increase)

\*The DCVB receives 25% of the hotel/motel bed tax, allocated to the Bureau by the City of Dublin Division of Taxation.

# Special Thanks to Our Partners



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Josh Bricker, *Sports/Events Sales Manager*  
Samantha Kennedy, *SMERF Marketing & Sales Manager*  
Katie Rich, *Office Manager*



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