

# Bureau Biz

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

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## New Alliance Sets Course for Unifying Historic Dublin, Bridge Park Bureau to Lead Collaborative Sales, Marketing Effort

The Dublin Convention & Visitors Bureau formed a unique collaboration that will unite Historic Dublin and Bridge Park, leveraging marketing and sales efforts and helping to ensure the future success for the entire destination.

The Historic Dublin/Bridge Park Strategic Alliance includes the Bureau, City of Dublin, Crawford Hoying (Bridge Park), Historic Dublin Business Association (HDBA), Dublin Arts Council and the Dublin Historical Society. The overall objective of the group is to create and implement a cohesive and strategic sales and marketing plan with the ultimate goal of attracting visitors and economic impact to the area helping to fill hotel rooms, condos, retail and office space.

“Without collaboration and a shared vision to market and sell the area, Historic Dublin and Bridge Park will become splintered and compete with each other for visitors and their dollars,” said Scott Dring, executive director at the Dublin Convention & Visitors Bureau. “The spirit of collaboration is the Dublin way and all of the organizations didn’t

hesitate when asked to participate in this new alliance.”

To help start the effort, the Bureau retained The Peebles Group, a Dublin-based strategic marketing firm, to assist in creating an aggressive Sales and Marketing strategy with objectives, tactics, metrics and budget for a 24-month launch and rollout of Dublin’s new world-class destination. The initial plan and strategy will be developed by the end of 2016 with the execution starting in January 2017.



Historic Dublin has long been a great destination for the City’s residents and visitors offering a distinctive vibrancy with restaurants, shops, pubs and events. Bridge Park is Dublin’s newest attraction with a carefully crafted vision from City Leadership that includes new apartments and condos, restaurants, hotel, conference center, retail shops, and office space in a walkable, community setting along Riverside Drive.

“The collaboration among these great organizations will only strengthen our ability to sell and market Dublin’s new world-class destination to the entire region and beyond,” said Rick Gerber, president of HDBA.

**Dublin**  
OHIO  
Irish is an Attitude.





## Briefs

### Connect Tradeshow Pays in Booked Business

Group and meeting sales staff attended the 2016 Connect Marketplace held in Grapevine, Texas in late August. This nationally recognized educational conference and trade show brings meeting planners and suppliers (hotels, CVB's, DMO's, etc.) from around the country together. Sales staff met with 60 Association and Specialty Market national meeting planners at the Marketplace. Five leads for new business valued at more than \$150,000 have been sent out to Dublin hotels directly from this show. Early results include The Family Life Organization hosting their 'Weekend to Remember' conference in Dublin in October 2017.

### Dublin's Destination Guide Gets a Makeover

As Dublin continues to grow and evolve, the Bureau's marketing efforts are also evolving to ensure visitors are having a great experience while in town. One exciting enhancement in 2017 is the upgrade of the Bureau's top print collateral piece, the Visitor & Event Planning Guide. For the past 7-8 years the Bureau has produced a digest-sized Visitor and Event Planning Guide that has been a true listings based resource for visitors. New this year, the Event Planning guide will be a separate piece for the meeting planner audience as part of a new meetings strategy and the Visitor Guide will expand to a full 8.5 x 11 magazine-sized publication. The new format will still include listings, but will have more advertorial, storytelling, big beautiful images, Q & A with locals, a pull-out map, events calendar and will serve as much more of an inspirational piece for visitors to plan their trip to Dublin and find things to do while in town. For all Bureau partners, ads will nearly double in size and provide a much more impactful placement.

## 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.

	<b>Change</b>
July/August Bed Tax .....	+5.5%
Year-to-Date Bed Tax .....	+8%

### DUBLIN CVB MEASURES

July/August Visitor Inquiries .....	218
Free Media Impressions (YTD) .....	543,789
Web site Visitors (% change YTD) .....	+39%
E-Travel Club Members (% change YTD) .....	+7%
Facebook "Likes" (% change YTD) .....	+17%
Twitter Followers (% change YTD) .....	+11%
YouTube Channel Views (% change YTD) .....	+31%

### Partner Preview: Luna Pizza Kitchen

Football season is in full swing and no tailgate is complete without great grub. Order your gameday eats from Luna Pizza Kitchen – a small pizza shop with big flavor! Order pizza, subs, salads, stromboli and more from this family-owned and operated shop that prides themselves in quality and creative food. Carry out, delivery and dine-in available. View the full menu at [www.lunapizzakitchen.com](http://www.lunapizzakitchen.com) or call 614/799-0500. Located at 5380 Tuttle Crossing Blvd.

### DCVB DOMINATES MIDDY AWARDS

Competing against convention and visitors bureaus from across the State of Ohio, the Bureau earned a record six "MIDDY" Awards for excellence in tourism marketing from the Ohio Association of Convention & Visitors Bureaus (OACVB) at its annual conference. 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.

