

Bureau Biz



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

Dublin's Hospitality Industry Continues to Grow

More than \$23.5 million invested in hotel renovations

Dublin hotels invested more than \$23.5 million in the past 12 months to renovate various aspects of their respective properties. Seven of Dublin's 14 properties have made the investment toward interior and exterior, rooms, lobbies, restaurants, business centers, workout facilities and more.

The Courtyard by Marriot invested \$2.5 million in room renovations, changing their rooms to better meet the needs of their guests. The Hilton Garden Inn transformed their lobby to a new garden pavilion concept with room, bar and pool renovations, resulting in an approximate \$2 million investment.

The largest investment came from the full-service Crowne Plaza who invested

more than \$7 million in a total property renovation of all guestrooms and suites, meeting and event spaces, lobby, restaurant, fitness center and public spaces as the full-service Dublin hotel is completely transformed to meet the needs of meetings, individual business travelers and weekend sports groups. Other hotels that have renovated or are in the process of makeovers this year include the Red Roof Inn Plus, Sonesta ES Suites and Chase Suite Hotel.

In addition to renovations, Dublin broke ground on a new, all suite, Residence Inn by Marriott in December, adding 100 rooms to Dublin's hotel product, making Dublin's hospitality industry larger than ever.



Dublin hotels invested more than \$23.5 million in the past 12 months to renovate various aspects of their respective properties

Football University's Top Gun Showcase Facts

3,992 Room Nights making this the largest 2014 event in Dublin (in terms of room nights)

1,531 athletes and their families in town for the event

49 of the **50** states were represented (only North Dakota absent)

4 countries represented (Canada, England, Sweden & Belgium)

Canada had 6 of the 10 provinces represented.

1,231,500 Twitter Impressions

348,624 Facebook users reached

88,347 people reached through Instagram

Most miles traveled: Internationally – **4,210** from Uppsala, Sweden

Domestically – **4,487** from Kanahoe, Hawaii

During the month of July alone, more than **40** articles were written all over the U.S. about Dublin, Ohio for Top Gun including the *USA Today*

8,000 subs were prepared for the camp by Dublin's local Giant Eagle Marketplace

Dublin
OHIO
Irish is an Attitude.



Briefs

Can you Find Doolin?

The Bureau is launching a social media campaign to increase traffic into Dublin restaurants and build ambassadors, promoting Dublin's one-of-a-kind culinary experiences. The dining scavenger hunt will launch on October 11th with a social photo booth promoting the contest at Historic Dublin's annual Chili Cook Off. Daily clues will be sent out over the DCVB's social media outlets as to where Doolin, our chosen leprechaun, is located. Consumers will be encouraged to go out to find him each day at one of our participating partner establishments, take a photo with him and share on FindDoolin.com to receive discounts and prizes to the restaurant where Doolin was hiding. There will also be a grand prize winner of a weekend stay in Dublin and \$500 of prizes to Dublin restaurants for the photo that gets the most votes on FindDoolin.com, a microsite that will aggregate all of the contest-related photos. Follow the fun at www.Facebook.com/DublinCVB.

Dublin CVB Brings Home Four MIDDY Awards

Competing against convention and visitors bureaus from across the State of Ohio, the Dublin Convention & Visitors Bureau earned four "MIDDY" Awards for excellence in tourism marketing from the Ohio Association of Convention & Visitors Bureaus (OACVB) at its annual conference in Columbus. The Bureau competed against other Convention and Visitors Bureaus from Columbus, Cincinnati, Cleveland, Canton, Akron and others. The Bureau received first place awards for its Print Campaign, Newsletter and Annual Report and a second place award for its Social Media Campaign on Dublin's Top 18 Golf Moments. The annual MIDDY award competition honors convention bureaus for outstanding marketing materials that help to increase tourism awareness locally, regionally and/or nationally.

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 |
|--------------|-----------|-----------|--------|
| July/August | \$128,136 | \$122,710 | +4.4% |
| Year-to-Date | \$433,617 | \$410,193 | +5.7% |

DUBLIN CVB MEASURES

| | |
|--------------------------------------|---------|
| July/August Visitor Inquiries | 993 |
| Free Media Impressions (YTD) | 724,496 |
| Web site Visitors (% change YTD) | +19% |
| E-Travel Club Members (% change YTD) | +31% |
| Facebook "Likes" (% change YTD) | +295% |
| Twitter Followers (% change YTD) | +16% |
| YouTube Channel Views (% change YTD) | +45% |



Partner Profile: 1 Stop Bead Shop

1 Stop Bead Shop invites all visitors and residents to pull up a chair and start beading. 1 Stop Bead Shop is full of everything a beader needs to create a work of art. They feature an extensive amount of product lines, tools, books, semi-precious stones,

Swarovski crystal, wire, Japanese seed beads and more.

Take a class, plan a girls night or host a birthday party in their private room. Make an Irish keepsake to take home from this Irish Approved store. 6347 Sawmill Rd. Dublin, Ohio. 614/573-6452.

DUBLIN IRISH FESTIVAL NAMED ABA TOP 100 EVENT

The American Bus Association (ABA) recently announced that for the fifth time, the Dublin Irish Festival has been designated as one of the Top 100 Events in North America for 2015 by an experienced tourism industry selection committee. Inclusion in the Top 100 list indicates that the Dublin Irish Festival offers excellent entertainment value to both tour groups and individual travelers from around the world, and offers an important boost in visibility among professional tour planners. According to ABA, 70 percent of ABA tour operators use The Top 100 Events in North America annual publication to plan itineraries.

