

Bureau Biz



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

“The City of Dublin has shown, once again, that it is capable of rising to the challenge.”

Life After The Presidents Cup *Bureau to Build on Successful International Event*

The Presidents Cup has left a lasting imprint on Dublin that goes beyond the excitement generated amongst golf fans and the community. After three years of planning and anticipation, a surge of visitors, athletes and media descended on the city resulting in an estimated economic impact of \$45 million and international awareness that will benefit Dublin for years to come.

"The tournament has come and gone, but we'll continue to use this as an example of the kind of event we can bring to the city," said Scott Dring, executive director at the Dublin Convention and Visitors Bureau. "The City of Dublin has shown, once again, that it is capable of rising to the challenge."

In addition to utilizing The Presidents Cup to attract future events and new business, the Bureau will continue to brand the City of Dublin as "Ohio's Most Prestigious Golf Address" and reinforce the message that Dublin is the only city in the World to host the Ryder Cup, the Solheim Cup and The Presidents Cup. This awareness will help to promote the Bureau's golf packages and ultimately attract new leisure visitors to Dublin. Marketing strategies will include increased

advertising, attendance at regional golf shows, social media efforts and more.

Bureau staff worked on various aspects of The Presidents Cup for nearly three years collaborating with numerous organizations and entities across the region and state of Ohio. Some of the partner organizations included the City of Dublin, Franklin County, City of Columbus, Columbus Partnership, Experience Columbus, Columbus Sports Commission, the State of Ohio and others. The unique collaboration not only helped raise awareness of the Dublin CVB and its mission, but also opened the lines of communication for future partnerships and collaborations that will benefit the region and City of Dublin.

Hosting more than 500 media from across the globe in Dublin was another great opportunity to promote the City during the event and affords an even greater opportunity in the future. The Bureau and the City of Dublin will follow-up with media that covered The Presidents Cup and offer them future story ideas on the City as place for future businesses and travelers.

"Adding an international golf event with the stature of The Presidents Cup provides us with yet another tool to sell and market the City of Dublin as a truly unique and great destination," said Dring.



Dublin
OHIO
Irish is an Attitude.

Briefs

Bureau Enhances 2014 Partner Program

After the fourth successful year of the Partnership Program, the Bureau enhanced the program with several new elements and marketing opportunities. One of the new opportunities included an increased presence for partners on the Bureau's new website (www.IrishisanAttitude.com) and mobile site. The new sites include more vibrant photos, capability to highlight Irish Approved Businesses and events, the ability to prioritize partners and more. In addition to all the promotional opportunities in the past such as features in the Visitor and Event Planning Guide and social media pushes, the Bureau is now offering mobile Visitor Centers that will be stationed in Dublin hotels during large events and filled with information on our partners as another avenue to reach visitors. Contact Sam Kennedy (skennedy@irishisanattitude.com) or Josh Bricker (jbricker@irishisanattitude.com) for more information on partnering with the Dublin CVB.

New Seasonal Packages to Attract Visitors

The Bureau continues to look for opportunities to create new partnerships and packages to fill hotel rooms and bring visitor dollars to Dublin. Currently, the Bureau is promoting a new fall package in conjunction with Ohio State University home football weekends. The focus of the campaign is geared not only to Ohio State fans, but also to those attending from the visiting universities promoting our safe, suburban setting and close proximity to OSU. The Bureau is currently putting together a winter package that includes some great winter attractions that have not been offered in the past.

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.

	2013	2012	Change
July/Aug	\$122,806	\$121,338	-7%
Year-to-Date	\$400,289	\$396,623	+1%

HOTEL OCCUPANCY

			Change
Year-to-Date	63.2%	63.5%	-0.6%

DUBLIN CVB MEASURES

July/Aug Visitor Inquiries	1,061
Free Media Impressions (YTD)	1,791,020
YouTube Channel Views (YTD)	8,318
Web site Visitors (% change YTD)	+25%
E-Travel Club Members (% change YTD)	+88%
Facebook "Likes" (% change YTD)	+41%
Blog Visits (% change YTD)	+28%

Partner Profile: Washington Township Parks & Recreation

Washington Township Parks & Recreation manages 60.5 acres of beautiful green space including Homestead Park, Ted Kaltenbach Park and Amlin Crossing Park. All of the parks have interactive programs and special events held throughout the year. From campouts and build-your-own craft activities to sports and entertainment, Washington Township Parks & Recreation works to create programs for all ages. Whether spending a few hours or the entire day, the whole family will enjoy the gorgeous outdoor setting. Visit the Washington Township Parks & Recreation Facebook page for event updates or go to www.wtwp.com to download the program guide.

MUSIC, DANCERS, STORYTELLERS ARE AMONG NEW IRISH EXPERIENCES

In order to create a truly unique Irish experience for both visitors and residents alike, the Bureau created a program that grants money to Dublin hotels, restaurants, attractions, shops, etc. for offering Irish experiences. Grant recipients for the most recent phase of the program included: Dublin Library (Irish Dancers and Storytellers); Brazenhead (Irish Music/entertainment for The Presidents Cup and a new event called Practice Patrick's); Ha' Penny Bridge Imports (Irish music and entertainment for Holly Days and Practice Patrick's); and Historic Dublin Business Association (Irish entertainment for Practice Patrick's and Holly Days). The Bureau will be promoting all these great experiences through various marketing outlets.

