

November/December 2017

# Bureau Biz

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

## INFLUENCER MARKETING HELPS BOOST BRAND AWARENESS

### *Partnerships Creating Authentic Stories*

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*“Because more and more consumers are taking to social media to make travel decisions, destinations are revamping their marketing strategies and developing partnerships with influencers to enhance campaigns.”*

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The Dublin CVB has partnered with more than 50 influencers over the past few years to create compelling Dublin content. These partnerships have resulted in nearly 1 million media impressions.

User-generated content is a powerful marketing tool in the travel industry. From Youtube to Instagram and everything in between, travel brands are looking to influencers to help tell their destination story. Digital influencers, or social media influencers, are content creators skilled at crafting, publishing, and promoting appealing photos, videos, blog articles, and social media posts to their large and highly engaged audiences. Collaborating with these influencers to create photos and videos that showcase destinations and highlight experiences is one of the most effective ways that travel brands can target and interact with interested consumers.

Because more and more consumers are taking to social media to make travel decisions, destinations are revamping their marketing strategies and developing partnerships with influencers to enhance campaigns. Travel bloggers are becoming more influential than

review websites for those looking to take a trip. Studies show that 92 percent of customers trust online content created by peers above all other forms of advertising, and social influencers are key to distributing this content.



The Dublin CVB uses social media influencers and bloggers to build brand awareness, create online content, drive engagement, grow social media followings and ultimately, increase visits. These partnerships result in authentic stories about the area from the mouth of a visitor.

Most recently, the Downtown Dublin Strategic Alliance launched its first marketing campaign to collaboratively promote the downtown area. The campaign launched in late November to promote all the holiday happenings in Downtown Dublin with print placements, Facebook and Instagram ads and a partnership with two Central Ohio influencers, Girl About Columbus, and What to Do Today in Columbus. Both writers experienced the Downtown area during the holidays and created original content appealing to their two very different audiences. The partnership resulted in four blog articles, and endless photos and social posts touting Downtown Dublin at a very minimal cost.



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



# Briefs

## New Co-Op Program Extends Partner's Marketing Reach

Bureau partners now have access to advertising opportunities, in addition to the print placement in the Destination Guide, for a fraction of the cost. The goal of the new cooperative advertising program is to provide Dublin partners with affordable advertising options to promote their business. The pilot program offers customized email blasts and video production and promotion for interested partner businesses and events. The Bureau is committed to providing affordable marketing options to Bureau partners to promote their business and the City of Dublin.

## New Bureau Booked Meetings Result in \$275,000+ for Dublin

Bureau Sales Staff secured several new pieces of business over the past few months including the Ohio Family Care Association Annual Conference in June 2018, the Professional Photographers of Ohio March 2018 Annual Conference and the Ohio District Kiwanis September 2018 Installation Event. Total revenue for the business exceeds \$150,000. Five qualified leads were uncovered by staff in November, including the Veterans of Foreign Wars Department of Ohio 2020 Annual Conference. These leads total 1,000 room nights and more than \$125,000 in total revenue. The Bureau continues to focus on bringing midwest meetings to Dublin and participated in the MPI Great Lakes Education Summit which attracted more than 200 meeting planners and industry professionals from Indiana, Michigan and Wisconsin. Site inspections have already been scheduled as a result and several contacts are being developed for future leads.



## For the Record...

### LODGING TAX

Change  
Year-to-Date Bed Tax..... 1.8%

### DUBLIN CVB MEASURES

Website Visits (% change YTD)..... +39%  
Free Media Impressions (YTD) ..... 534,581  
Facebook Fans (% change YTD).....+4%  
Twitter Followers (% change YTD) .....+6%  
Instagram Followers (% change YTD) ..... +33%  
YouTube Views (% change YTD)..... +38%  
Fairy Door Trail Completions (YTD).....2,256

## Partner Preview: Giant Eagle Market District

Take grocery shopping to another level at Giant Eagle Market District. Giant Eagle Market District is inspired by the open-air markets of Europe and a true passion for food. A visit to the Giant Eagle Market District Dublin promises culinary, dining and shopping like no other. Choose from a salad bar, hot and cold menu bar, pizzeria, deli, and a cooked to order sizzling wok. Visit during a live cooking demonstration, weekly wine or beer tasting, or have your next event catered with the help of the friendly Giant Eagle team. Visit at 6700 Perimeter Loop Rd., 614-717-9445, [www.marketdistrict.com/dublin](http://www.marketdistrict.com/dublin)

## 2018 DESTINATION GUIDE, COUPON BOOK RELEASED IN JANUARY

The 2018 *Dublin Destination Guide* will debut in January. The magazine-style guide includes large, inspiring images, local tips, and stories highlighting Downtown Dublin, dining, trails, and the outdoors. The guide offers a pull-out map of Dublin and the Downtown Dublin area for easy navigation. Along with the Destination Guide, the pocket-size Coupon Book contains offers to restaurants, shops, and attractions. Both printed publications will be distributed in the Dublin Visitor & Information Center, in all Dublin hotels, at large sporting events, in convention and group tour information packets, in response to all visitor inquires and more. Digital versions of each are available on [www.VisitDublinOhio.com](http://www.VisitDublinOhio.com).

