

# Bureau Biz

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

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## Sports Partnerships Result in Big Business During Times of Need

### *Bureau Maximizes Partnership with Ohio High School Athletic Association*

Each year the Bureau partners with the Ohio High School Athletic Association (OHSAA) to capture room nights of both athletes and spectators in a time of need for Dublin hotels. The Bureau has created a unique partnership with OHSAA to promote all Dublin hotels and the destination as a whole rather than an individual hotel or entity. As a result of solid partnerships the Bureau has forged, Dublin is building upon current athletic events and the economic impact that it brings to the city. In an aggressive effort to secure business during the winter and to continue to build upon past successes, the Bureau increased its efforts to attract visitors to Dublin attending various OHSAA State Championships.

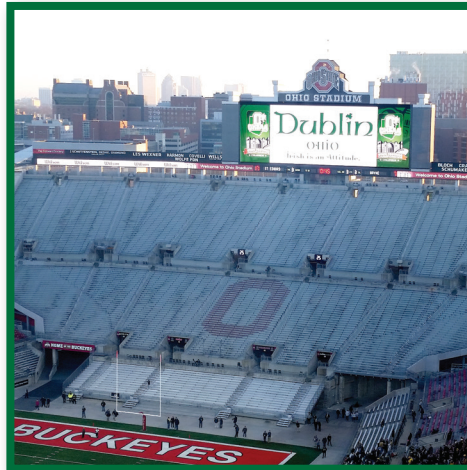
This partnership increases visibility through print ads in the program and fan guide as well as the on-site visibility at the actual events. Promotion of the City of Dublin as a great place to visit during the Championships will be seen at various

venues across central Ohio such as Ohio Stadium, St. John Arena, Schottenstein Center, Nationwide Arena and Wayne Webb's Bowling Alley. Along with OHSAA opportunities, the Bureau utilizes search engine marketing and social media to attract family, friends and spectators that will visit Central Ohio for sports championships.

OHSAA sponsorships offer a guaranteed number of football and basketball teams per sponsor and have continuously over delivered to Dublin hotels based on availability. Throughout the remainder of the year, Dublin hotels will have the chance to host individuals that participate in the

basketball, gymnastics, ice hockey, wrestling and other championships to be held in the area.

In addition to OHSAA visitors, the Bureau continues to mine for new and existing sporting events to bring to Dublin. In fact, Dublin is set to host the 2016 Safety and Flight Evaluation Conference (Safecon) on May 9-16, and the Midwest Tandem Bike Rally on September 2-3, 2017.





## Briefs

### Blarney Bash Partnership Helps to Build City's St. Patrick's Day Reputation

After a hugely successful first year, the Bureau will again partner with the Blarney Bash to promote Dublin as THE St. Patrick's Day destination in the Midwest. For a second year, the Bureau will hold the award-winning Irish is an Attitude St. Patrick's Day social media campaign that will give one lucky winner the chance to experience Dublin during the greenest and grandest weekend of the year while spotlighting all of Dublin's Irish offerings and experiences. Along with this campaign, the Bash and Bureau will create hotel packages offering overnight visitors a VIP experience that can't be bought. New this year, the Bureau will announce the "Living the Irish Attitude" Award winners during the Blarney Bash to be honored by the community in true Irish fashion.

### Dublin's CVB Lands Big Ideas Conference

In partnership with the City of Dublin, the Bureau landed the 2016 BIG Ideas Conference to be hosted at the Crowne Plaza Dublin, October 26-30. Previously hosted in cities such as Fort Lauderdale, Santa Monica, West Hollywood and Williamsburg, the Alliance for Innovation was pleased with Dublin's offerings and is excited for what 2016 holds. BIG Ideas is an invitation-only event that gathers progressive leaders to explore critical issues for the future of communities. The Alliance for Innovation is inspiring innovation to advance communities. They serve as the platform for local governments who are passionate about nurturing an innovative culture and building the future of local government today. City Managers, City Directors and other high ranking city officials from around the country will visit Dublin for five days for a total of 235 room nights in the city and national visibility.

### BUREAU WINS RECORD SIX STATEWIDE MARKETING AWARDS

Competing against travel and tourism organizations from across the state of Ohio, the Bureau earned a record five first-place Ruby Awards and one Citation of Excellence from the Ohio Travel Association (OTA) at its annual conference held in Columbus. The Bureau received more awards than any other organization in the State. And, the Bureau's "St. Patrick's Day Getaway" campaign received the Delegates Choice Award, recognizing the top submission from all 16 categories and more than 200 entries. First place awards were received for the Visitor & Event Planning Guide, Marketing Campaign (Irish Experience Program), Bureau Biz Newsletter and Blog.

## 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.

	2015	2014	Change
September/October	\$131,688	\$122,872	+7.2%
Year-to-Date	\$606,889	\$556,488	+9%

### DUBLIN CVB MEASURES

September/October Visitor Inquiries	334
Free Media Impressions (YTD)	735,430
Web site Visitors (% change YTD)	+30%
E-Travel Club Members (% change YTD)	+2%
Facebook "Likes" (% change YTD)	+108%
Twitter Followers (% change YTD)	+15%
YouTube Channel Views (% change YTD)	+30%

### Partner Preview: Star Lanes Polaris

Gather your family and friends for some fun and games at Star Lanes Polaris. Star Lanes blends state-of-the-art bowling lanes, a full-scale bar and menu, modern and classic arcade games for all ages, high definition projectors and more to create an upscale version of a cherished pastime.

Plan your next group outing or event in their private bowling area. For details and pricing, visit [www.starlanespolaris.com](http://www.starlanespolaris.com). 8655 Lyra Dr. Columbus, Ohio. 614/468-4830.

