

Bureau Biz

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



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Dublin
OHIO
Irish is an Attitude.

2014 Brings International Events, Innovations, Brand Enhancement

Implementing digital innovations, hosting international events, launching unique packages and enhancing the successful Irish is an Attitude brand highlights an exciting 2014 for the Dublin Convention & Visitors Bureau.

Digital innovations and social media will continue to play an increasingly important role in selling Dublin as a great destination. The Bureau will introduce new digital campaigns to grow online audience, build long-term relationships with its customer base, utilize research and deploy analytic tools to gain insights about consumer preferences and other strategies with the ultimate goal of motivating customers to visit frequently, stay longer and spend more travel dollars in the City of Dublin.

Football University's Top Gun Camp, an invitation-only camp attracting the top 1,500 prep and youth football players from across the United States, will return for its second year after a successful 2013. The



event attracted visitors from nearly every state and from countries such as Canada, England, Scotland and Germany and resulted in more than 4,200 room nights for the City. The Bureau also secured the United States Australian Rules Football National Championships October 10-12 at

Darree Fields. The event attracts clubs representing more than 40 cities across the United States.

Continuing to build upon the Bureau's successful brand will again be a focus of the Bureau in 2014 including the growth of the Irish Experience Grant Program. The initial year of the program in 2013 resulted in 47 new Irish Experiences from 12 different local organizations further building upon the City's destination brand, enhancing the visitor and resident experience and, ultimately, attracting more visitors and their travel dollars to Dublin. The brand will also be reinforced through a new print and digital media campaign featuring new creative positioning Dublin as a unique destination with Irish Attitude.

The Bureau continues to be aggressive in creating value-added packages for customers that feature Dublin-area attractions and a stay at a Dublin hotel. A new Winter Package includes the Columbus Zoo, COSI, Mad River Mountain

and the Dublin Chiller. Other planned packages for the upcoming year include St. Patrick's Day, Ohio High School State Championships, the Memorial Tournament, Summer Package, Dublin Irish Festival, Ohio State Football, Wildlights and more.



Briefs

Irish Grant Program Builds Upon Inaugural Year

The Bureau is offering grants to Dublin businesses as part of its Irish Experience Grant Program after launching the program last year. The program was developed to create more Irish product and entertainment in the City of Dublin to further build upon the City's destination brand, thus enhancing the visitor and resident experience and, ultimately, attracting more visitors and their travel dollars to Dublin. The initial year of the program in 2013 resulted in 47 new Irish Experiences from 12 different local organizations. Some of the businesses offering new experiences as a result of the 2013 program, included Embassy Suites, Mezzo, Historic Dublin Business Association, Tehku Tea Company and Ha'penny Bridge Imports of Ireland.

New Year, New Publications

Just released, the 2014 edition of the *Dublin Visitor & Event Planning Guide* features 58 pages of resource information on Dublin's hotels, attractions, events, shopping, dining and event venues. New features of the guide include a fold out map of Dublin, a map of Historic Dublin, Group Experiences and more. The guide is distributed at Dublin hotels, in tourism centers across Ohio and the Midwest, at trade shows and major events, in convention and group tour information packets and in response to all visitor inquiries.

Additionally, the Dublin Golf Guide and 2013 Annual Report are available. The Golf Guide showcases "Ohio's Most Prestigious Golf Address" and is distributed at trade shows and in information centers. The 2013 Annual Report has a new look this year! Take a tour of "The Links of Dublin," a golf course with each hole representing one of the Bureau's Top 18 accomplishments in 2013.

DESTINATION VIDEO DEBUT EXCEEDS EXPECTATIONS

The Bureau sought out to make a new destination video to grab the attention and interest of potential visitors while showing off all the great attributes Dublin offers. This upbeat, energetic, Irish-inspired music video has excited visitors and residents alike generating nearly 1,300 views in the first month alone. View the new video on the DublinCVB YouTube page and share! www.youtube.com/DublinCVB.

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
November/December	\$99,315	\$90,581	+9.6%
Year-to-Date	\$616,405	\$560,728	+9.9%

HOTEL OCCUPANCY

	2013	2012	Change
Year-to-Date	63.5%	63.6%	-0.2%

DUBLIN CVB MEASURES

November/December Visitor Inquiries	-23%
Free Media Impressions (YTD)	2,329,210
Web site Visitors (% change YTD)	+14 %
E-Travel Club Members (% change YTD)	+53%
Facebook "Likes" (% change YTD)	+241%
Twitter Followers (% change YTD)	+28%
YouTube Channel Views (% change YTD)	+49%

Partner Profile: Wendy's Flagship Store

In December, Wendy's opened their new flagship store on Dublin Granville Road in The Shoppes at River Ridge. This is not your everyday quick serve restaurant. The flagship store features digital menu boards, a fireplace, lounge chairs, flat screen TVs, WiFi bars and a community room where you will find Dave Thomas memorabilia and displays of the company's history. See the 1996 Olympic torch Dave Thomas carried through Dublin, a Waterford Crystal hamburger and a life-sized bronze statue of Mr. Thomas himself.

