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Irish Experience Grant Recipients Announced *Program Continues to Enhance Visitor Experience*

From Irish dancers and Irish cooking classes to live Celtic music and Irish shopping experiences, the Dublin Convention & Visitors Bureau has helped Dublin businesses facilitate year-round Irish experiences for visitors and residents to enjoy. A large variety of Dublin businesses from Italian Restaurants to Indonesian Tea Houses have jumped on board to offer some Irish flair to visitors who crave Irish Attitude.

Now in its fourth year, the Irish Experience Grant Program was created to increase Dublin's inventory of Irish experiences and product and to enhance the City's destination brand "Irish is an Attitude," to attract more visitors and their travel dollars to Dublin. This February, the Bureau announced the approval of \$20,000 in grant monies to six Dublin businesses to create 29 new Irish experiences in 2017. To date, the program has created 219 new Irish Experiences totaling \$113,000 in grants for the Dublin community.

"A recent study indicated that although visitors are attracted to Dublin because of the unique Irish feel of the community, they are disappointed with the amount of Irish product and entertainment apart from the Dublin Irish Festival and St. Patrick's Day events," said Scott Dring, executive director at the Bureau.

The following are the 2017 Irish Experience Grant recipients:

- Embassy Suites Dublin - Irish New Year's Eve celebration.
- Historic Dublin Business Association - Eight experiences for "Second Saturday."
- Historic Dublin Business Association - Irish Alley and entertainers for the Historic Dublin Street Bazaar.
- Dublin AM Rotary - Irish entertainment at the 2017 Blarney Bash.
- Dublin Arts Council - Dulahan and Irish dancing at Sundays at Scioto.
- Ha'penny Bridge Imports of Ireland - "Irish Shopping Saturdays" and Holly Days.



Briefs

Downtown Dublin Strategic Alliance

A new, collaborative effort has been launched to create a cohesive and strategic sales and marketing plan with the goal of uniting Bridge Park and Historic Dublin and attracting visitors and economic impact to the area. The Downtown Dublin Strategic Alliance includes the Bureau, City of Dublin, Crawford Hoving, Historic Dublin Business Association, Dublin Arts Council and Dublin Historical Society. The coordination of information and combination of audiences will allow for all stakeholders to amplify events, offers and information about the area.

New Publications Released

The Bureau is excited to debut the new, magazine-size, *2017 Dublin Destination Guide*. The new guide includes large, inspiring images, storytelling, Q&A with Dublin locals, a map of Dublin and the Downtown Dublin area and more. Along with the Destination Guide, the pocket-size Coupon Book containing offers to participating restaurants, shops, attractions and more is now available. 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.IrishisanAttitude.com.



For the Record...

LODGING TAX

These figures reflect the Dublin CVB portion of the hotel/motel tax, allocated to the Bureau by the City of Dublin's Division of Taxation.

	Change
November/December Bed Tax	-0.6%
Year-to-Date Bed Tax	+2%

DUBLIN CVB MEASURES

November/December Visitor Inquiries	148
Free Media Impressions (YTD).....	1,218,636
Web site Visitors (% change YTD)	-9%
E-Travel Club Members (% change YTD)	+1%
Facebook "Likes" (% change YTD)	+15%
Twitter Followers (% change YTD)	+12%
YouTube Channel Views (% change YTD)	+33%

Partner Preview: Honda Heritage Museum

The Bureau's newest partner offers a unique experience for all car enthusiasts that includes automotive history and the future of the auto industry. Learn about Honda's heritage and see Honda manufacturing live in action at the Honda Heritage Center. Self-guided tours of the museum are free of charge and open to the public. Reservations are required. For more information, visit www.hondaheritagecenter.com or call 937/644-6888.

DUBLIN GROUP EXPERIENCES SHOWCASED AT ABA

The Bureau attended the American Bus Association Marketplace, one of the largest Group Tour Shows in January, meeting with 24 tour operators from across the nation. The show is already producing results with two pieces of new business booked in Dublin. The Bureau also hosted 12 qualified tour operators in Dublin as part of a pre-familiarization trip prior to the conference. The tour operators, which were based in Florida, Minnesota, Missouri, New York, and British Columbia, enjoyed Dublin and experienced group tour activities including Irish Dance 101, Shamrock String Art, Phoenix Bats tour and more.

