

January/February 2018

Bureau...Biz

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

NEW MEETINGS INITIATIVE GENERATES BIG BUSINESS

Business Valued at \$3.6 Million for the City of Dublin

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More than 150 qualified leads valued at \$3.6 million have been generated by the Bureau in less than one year after launching a new sales and marketing initiative to attract regional meetings and high-profile trade shows and conferences to Dublin.

In addition to the leads and revenue, Bureau staff has initiated and facilitated 111 site inspections of Dublin hotels and event facilities with potential clients. Examples of regional and national leads include the International Association of Government Officials, International Warehouse Logistics Association, IFCA International, and CenStates Travel and Tourism Research Association, and more.

Staff began work with Digital Edge, a nationally-known meeting's agency team, to create a plan to differentiate Dublin and generate qualified leads for the Bureau's sales staff. After the creation of a robust “Meetings & Events” website, a list of 1,500 regional and national meeting planner contacts was purchased to fuel an email marketing campaign focused on target market segments.

The “Dublin Your Luck” promotion was created to offer one lucky meeting planner an exclusive trip and site visit to Dublin as an incentive to generate potential leads. A monthly email was sent to the qualified list with contest entry opportunities and Dublin meetings

news. In addition to the email marketing component, targeted Facebook ads were placed to drive qualified traffic to the contest landing page and email list subscribers. To date, 46 leads have been generated with more than half being from outside Ohio, including Washington DC, Michigan, Indiana, Illinois, Kentucky, Tennessee, Maryland, and West Virginia. In addition to leads, a site inspection with the Mu Phi Epsilon Professional Music Fraternity is scheduled for March.

Bureau Staff also attend several tradeshows and conferences to showcase Dublin as a meeting destination and meet one-on-one with meeting planners. As part of the new initiative, several new conferences and tradeshows were targeted to generate more awareness of Dublin as a meeting destination. Some examples include Connect Marketplace, Connect Ohio, Meetings Professional International Great Lakes Summit, and the Fraternity Executives Association Conference.

The increased focus on securing meetings in Dublin has allowed the Bureau to sponsor five different conferences over the last year to gain added exposure at these meeting planner focused events. Sponsorship opportunities include hosting select meals, breaks or receptions, providing collateral to meeting planners, hosting breakout sessions, and more.



Briefs

Downtown Dublin Campaign Reaches 250,000 Potential Customers

The inaugural advertising campaign, funded collaboratively by the Downtown Dublin Strategic Alliance, generated more than 250,000 impressions. The campaign used the theme of "Opposites Attract" and included local and regional print placements, targeted social media marketing and hosting influencers during Downtown's holiday events. The Bureau continues to lead the Downtown Dublin Strategic Alliance initiative and will continue to create and execute collaborative opportunities including advertising, events, transportation and others.

New Publications Feature Unique Stories, Discounts

The 2018 *Dublin Destination Guide and Coupon Book* are now available. The guide serves as a valuable tool to showcase and market the City to potential visitors. The magazine-style guide includes several features on where to eat, play and shop, a pull-out map and section on Downtown Dublin. Digital versions of both the Destination Guide and Coupon Book can be found on www.VisitDublinOhio.com.



IRISH ENTERTAINMENT SERIES COMES TO DUBLIN

The Irish Experience Grant Program is getting revamped after a successful five years generating more than 100 new authentic Irish experiences. The Bureau is enhancing the program by converting the grant program to an "Irish Entertainment Series" with local businesses hosting Irish music, dancers and other live performances throughout the year. The ShamRockin' Irish Entertainment Series will kick off on March 10 at the Blarney Bash. Each month, different businesses will host the series. Grant recipients include Blarney Bash, Vine & Tap, Ha'penny Bridge Imports of Ireland, Bridge Park, Dublin Arts Council, Boho 72 Boutique, Columbus Marriott Northwest and the Historic Dublin Business Association.

For the Record...

LODGING TAX

Change
Year-to-Date Bed Tax.....+3%

DUBLIN CVB MEASURES

Nov./Dec. Website Visits (% change YTD).... +44%
Free Media Impressions (YTD) 3,480,240
Facebook Fans (% change YTD).....+5%
Twitter Followers (% change YTD) +4%
Instagram Followers (% change YTD) +35%
YouTube Views (% change YTD)..... +35%
Fairy Door Trail Completions (YTD).....2,276

Partner Preview: The Pint Room

The Pint Room is the destination for gourmet burgers and craft beer in Dublin! Take your pick from more than 100 rotating taps to pair with the perfect burger, sandwich or salad. The Pint Room's upscale bar menu offers traditional favorites along with creative dishes. The Pint Room features their Dublin Irish Red on the new Celtic Cocktail Trail. Visit at 4415 W. Dublin-Granville Rd. or view the menu at www.pintroomdublin.com.

