

March/April 2017

Bureau Biz

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



The Dublin Convention and Visitors Bureau would like to welcome you to visit our brand new website, the premier source of visitor information for the City of Dublin, Ohio!



NEW WEBSITE LAUNCHED!

City's Top Visitor Information Resource Optimized

The Bureau has launched a new, interactive, user-friendly website that will continue to feature the City of Dublin as a world-class destination. The Bureau's site is the top resource for City of Dublin visitors (45 percent), Google was second most popular site (18 percent), according to a 2016 Study.

"The site experienced a record of more than 110,000 visits last year," said Scott Dring, executive director at the Bureau. "The new website further enables us to sell and market Dublin and, ultimately, attract visitors and their travel dollars to the City." The new, fully responsive website has new features, additions and capabilities that will work to entice Destination Guide requests, partner page views, social media engagement, and more. Users will have the same capabilities and great experience from every kind of device whether visiting from desktop, mobile or tablet.

The new website is a combination of the Customer Relationship Management System (CRM) and the Content Management System (CMS) that work together to provide a great experience for Dublin visitors and residents. The CRM serves as a database that houses all Dublin business listings, images, discounts, events and more. This database feeds into the listings that are shown on the website. The CMS allows for Bureau staff to add, edit and update the website content at any time allowing for real time updates and more dynamic and engaging content using video, photo slideshows, relevant user-generated content and more.

Knowing the events calendar is one of the most clicked items, every page on the website features an events listing widget to drive traffic to our world-class event schedule. To ensure easy navigation and browsing of site content, a search tool was added in the header of each page. In addition, new for all Bureau partners, is an extranet that allows for all partners to update their business listing, photos, social media links, events, discounts and more. All of these items can be immediately updated at any time.

A unique feature of the Bureau website is the opportunity for visitors to filter through business listings to find the Irish experiences or product that they seek in Dublin. From an Irish Pub to a Shamrock Sundae, users will recognize the green "IRISH APPROVED" badge that will allow them to easily find a bit o Irish here in Dublin.

One large change to the new website is the main URL change to www.visitdublinohio.com. This change will produce search engine optimization benefits with a more direct description of what you will find on the website. Visitors that are already acquainted with our website can still use www.irishisanattitude.com which will redirect to the new website.

The Bureau would like to welcome you to visit our brand new website, the premier source of visitor information for the City of Dublin, Ohio! These new and improved tools will make it easier for our guests to explore our great destination before they get here! Please take a look at the new website at www.visitdublinohio.com.

Briefs

Fairy Trial Grows Wings

The Bureau re-launched the popular Irish Fairy Door Trail on St. Patrick's Day in order to entice new visitors to experience the area and encourage those who have already been on the trail to come back for more Irish fun. Trail updates include a digital trail experience (www.dublinfoiryaltrail.com), transformation of the Dublin Visitor & Information Center into an interactive fairy garden where trail participants can "sprout wings", new doors, a new t-shirt prize and more. For trail details, visit www.visitdublinohio.com.

2017 Living the Irish Attitude Award Winners Announced

Every year, the Bureau recognizes businesses, events or individuals that have helped raise awareness of Dublin, Ohio as a great destination for visitors while reinforcing our Destination Brand – "Irish is an Attitude." The 2017 "Living the Irish Attitude" Award winners were recognized on stage at the Blarney Bash in March. This year's winners are Tantrum Theater, for bringing professional theater to Dublin's Abbey Theater and offering an Irish-themed production each show season, and Cathy Jo Smith, for bringing the authentic Irish wake and storytelling experiences to our Group Tours.



For the Record...

LODGING TAX

	Change
Year-to-Date Bed Tax.....	+2%

DUBLIN CVB MEASURES

Website Vsits (% change YTD).....	-10%
Free Media Impressions (YTD)	2,777,743
Facebook Fans (% change YTD).....	+3%
Twitter Followers (% change YTD)	+9%
Instagram Followers (% change YTD)	+118%
YouTube Views (% change YTD).....	+40%
Fairy Door Trial Completions (YTD).....	1,128

Partner Preview: Ohio University's Dublin Integrated Education Center

Host your next meeting at the Dublin Integrated Education Center. As home to Ohio University's College of Health Sciences and Professions, the Dublin Integrated Education Center opened in April 2015 featuring 15,000 square feet of flexible meeting space. The menu features classroom settings, conference venues and a 130-seat auditorium available for events. All meeting rooms feature built in projectors and screens, smart boards, podium with desktop computer and microphone, laptop connection and white boards at no additional cost. Learn more at www.ohio.edu/chsp, 6805 Bobcat Way, 614-793-5634.

BUREAU DEBUTS THE NEW DOWNTOWN DUBLIN

The Bureau introduced the new Downtown Dublin to nearly 200 of the most influential meeting planners from across the State of Ohio at the Ohio Society of Association Executives (OSAE) quarterly meeting. OSAE is an organization of Ohio-based association executives and meeting planners that selects locations for, plans and executes more than 500 meetings annually. Staff created a video to showcase Dublin's newest meeting destination and focused on the AC by Marriott, the Exchange at Bridge Park and Downtown Dublin. Watch the brief video on the Dublin CVB YouTube page.

