

# Bureau Biz



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



“Our Mantra...

**People in our Places,  
Feet on our Streets,  
Heads in Beds”**



## **Bureau Sets Strategic Vision, Roadmap for Next Three Years** *Aggressive Plan Outlines Six Strategic Initiatives*

After nearly a year of in-depth research and analysis, the Dublin Convention and Visitors Bureau released its 2015-18 Strategic Plan and Business Review. The plan was approved by the Bureau’s Board of Directors in February and executed immediately by Staff.

“An enormous amount of research, discussion and industry analysis went into the development of this Strategic Plan,” said Eric Belfrage, Bureau Board President. “The plan serves as a roadmap for staff that will ensure that the organization remains one of the top convention and visitors bureaus in the country.”

The outcome of the strategic planning process was the creation of a three-year plan that included: the reshaping of the organization’s Mission, Vision and Mantra, development of an updated organizational SWOT analysis, identification of key organizational risk areas, establishment of overarching goals, measurements and strategies and the development of six strategic focus areas for community impact.

Each of the six Strategic Initiatives includes numerous tactics, timeline,

budget and staff responsibilities. The initiatives include:

- **Relevancy** – Position the Bureau as an economic development organization critical to the future success of Dublin
- **Brand Marketing** – Enrich and market Dublin’s Destination Brand
- **Outdoor Product** – Define and prioritize Dublin’s unique outdoor offerings
- **The Dublin Experience** – Grow an informed and enthusiastic tourism industry that enhances the Dublin visitor experience
- **Sports Facilities** – Investigate collaborative models to build athletic facilities

- **Meetings Market** – Identify business travel segments to pursue
- There are specific measurable objectives for each of the Strategic Initiatives to determine the success of the plan after its completion in 2018. Some of the metrics include social media engagement,

stakeholder satisfaction, new leads, partnership revenue, brand awareness and others.

For a copy of the Bureau’s 2015-18 Strategic Plan, contact Scott Dring at [sdring@IrishisanAttitude.com](mailto:sdring@IrishisanAttitude.com).

**The Mission of the  
Dublin Convention &  
Visitors Bureau is to  
attract and serve visitors  
by communicating and  
facilitating the Dublin  
Experience.**



## Briefs

### Dublin Expands Inventory of Irish Experiences

The Bureau announced the approval of \$25,000 in grant monies to 11 Dublin businesses to create 48 new Irish experiences in 2015. Now in its third 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," in an effort to attract more visitors and their travel dollars to Dublin.

This year, some experiences will be repeated due to the success of last year's program including Irish Shopping Saturdays at Ha'penny Bridge Imports of Ireland and live Irish music every Thursday at the Brazenhead throughout the summer. Several new experiences were added to the calendar such as bringing back the Blarney Bash and the Dog Days of Dublin at Chelsea Borough Home that will feature Irish dog breeds.

A portion of the program funding was provided by the City of Dublin's bed tax grant, nearly doubling the total amount of grant money from 2014. Since its inception, the program has granted a total of \$55,000 to 31 Dublin businesses, creating 110 Irish experiences!

### Bureau Uses Locals to Showcase Unique Dublin Experiences

The Bureau shot the first round of "Live Like a Local" videos over St. Patrick's Day weekend showing the full experience including the parade, Blarney Bash and Historic Dublin pubs from different demographic perspectives. These videos will serve as an added resource for visitors looking for unique Dublin experiences. The creation of several videos will be part of a future hashtag campaign encouraging locals and visitors to share their Dublin story with us and via social media. The Bureau is looking for participants for future videos. If you know a great champion of Dublin that would be interested in sharing their story, please send their information to Sara at [sblatnik@irishisanattitude.com](mailto:sblatnik@irishisanattitude.com).

## 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
January/February	\$79,003	\$76,363	+3.5%
Year-to-Date	\$79,003	\$76,363	+3.5%

### DUBLIN CVB MEASURES

January/February Visitor Inquiries	519
Free Media Impressions (YTD)	2,802,835
Web site Visitors (% change YTD)	+120%
E-Travel Club Members (% change YTD)	+17%
Facebook "Likes" (% change YTD)	+110%
Twitter Followers (% change YTD)	+9%
YouTube Channel Views (% change YTD)	+26%

### Partner Preview: Woodhouse Day Spa

Indulge in a day of relaxation at the spa that has been voted not only the best in Columbus, but America as well! The two-story, twenty-two room spa offers services including massages, facials, manicures, pedicures and more. They also have a variety of packages offering their signature services for a day of de-stress. Plan your escape from reality and book your visit today. [www.columbus.woodhousespas.com](http://www.columbus.woodhousespas.com)  
19 North High Street. (614) 790-8822.

### EXPANSION OF ST. PATRICK'S DAY OFFERINGS BOOSTS BRAND AWARENESS

After two months of promoting Dublin's St. Patrick's Day experience and encouraging visitors to Facebook, Tweet, Pin and share their email addresses for a chance to win a VIP St. Patrick's Day getaway, the final stats are in. The contest resulted in 5,470 individual entries, 2,862 new email addresses and a 94 percent increase in Facebook fans! More than 416,000 unique individuals learned about Dublin as a destination and the DCVB. Those users viewed the St. Patrick's Day contest nearly 700,000 times! Through this campaign the Bureau was able to market one of the biggest weekends of the year in Dublin to highly interested potential visitors.

