

Bureau Biz



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

—  —
The Bureau's efforts resulted in Dublin hotels hosting 15 of the 32 teams, including three state champions.



Bureau's Sports Partnerships Generate Much-Needed Winter Business

Visitors increase from OHSAA, Arnold Fitness Events

As a result of solid partnerships the Bureau has forged, Dublin is building upon current athletic events and the economic impact that accompanies it. In an aggressive effort to secure business during the winter and to continue to build upon the successes of 2013, the Bureau increased its efforts to attract visitors to Dublin attending various Ohio High School Athletic Association (OHSAA) State Championships and the Arnold Sports Festival.

During the OHSAA's girls and boys basketball State Championships, the Bureau's efforts resulted in Dublin hotels hosting 15 of the 32 teams, including three state champions. Dublin hotels also hosted individuals that participated in the gymnastics, ice hockey and wrestling championships. This year's upgraded sponsorship also included the increased visibility through print ads in the program and fan guide as well as the on-site visibility at the actual events. Promotion of the City of Dublin as a great place to visit during the Championships was seen at the various venues across central Ohio, such as St. John Arena, Schottenstein Center, Nationwide Arena and Wayne Webb's Bowling.

In addition, The 2014 Arnold Sports Festival in downtown Columbus drew more than 18,000 competitors from 80 countries around the world. Prior to the event, Bureau staff met with festival

representatives to spread the word about Dublin's hotel availability and capture as many room nights as possible. These efforts resulted in more than 550 room nights to Dublin hotels – an increase of 56 percent over 2013 totals.



Year-round Packages Encourage Weekend Travel

New this year, the Bureau launched a Winter Fun Getaway package engaging new partners such as Mad River Mountain and the Chiller Dublin along with the Columbus Zoo's Wildlights and COSI. The Bureau executed a Facebook Fan Generation campaign to promote the Winter Getaway Package. This campaign was targeted geographically, demographically and behaviorally and generated 3,361 new fans that will continue to see Dublin content. Other campaign results included 878 new leads, 3,047,001 ad impressions and 4,312 clicks to the package page. The Bureau is working to create leisure packages available year-round to encourage Dublin getaways during times of need.

Dublin[™]
OHIO
Irish is an Attitude.



Briefs

Information “On the Go” Available at New Mobile Visitor Centers

The Bureau launched its new mobile Visitor Centers in February at local hotels in preparation for the Arnold Classic and OHSAA State Championships. The Visitor Centers will be utilized during major events in town (i.e. Nike Soccer, the Memorial Tournament, Top Gun, Dublin Irish Festival, etc.) with the goal of providing area information to Dublin visitors. The mobile centers will display the Dublin brand and provide information and coupons about Dublin and its partners. More than 3,000 pieces of visitor information have been distributed in Dublin hotels.

Wedding Guide Keeps Business in Dublin

Dublin is full of wedding experts in every field from flowers and cakes to photography and honeymoons. With such a great consortium of professionals, the Bureau created a Dublin Wedding Guide as a road map for brides during their planning process. This guide helps to keep weddings at partner venues and Dublin hotels as well as educates brides that there is no need to look elsewhere with so many local Dublin vendors at their disposal. If a couple is looking to infuse their big day with Irish Attitude, this guide has all the tools needed. Visit www.IrishisanAttitude.com to view the Wedding Guide today.



Photo © LeenaBee Photography

VIP EXPERIENCES ATTRACT ST. PATRICK’S DAY TOURS

Six group tours totaling nearly 300 people visited the City with Irish Attitude in the month of March for Irish-themed trips and itineraries. The groups from Cincinnati, Cleveland and Wisconsin participated in many of the Bureau’s popular VIP (Very Irish People) experiences such as the 4-leaf clover scavenger hunt, Irish Dance 101, Wake Me When it’s Over and more! These tours accounted for 300 new guests in Dublin restaurants, shops and hotels that experienced Dublin during its greenest and grandest holiday.

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.

	2014	2013	Change
January/February	\$76,363	\$71,926	+6.1%
Year-to-Date	\$76,363	\$71,926	+6.1%

HOTEL OCCUPANCY

			Change
Year-to-Date	60.3%	59.5%	+1.4%

DUBLIN CVB MEASURES

January/February Visitor Inquiries	819
Free Media Impressions (YTD)	2,329,210
Web site Visitors (% change YTD)	-11 %
E-Travel Club Members (% change YTD)	+86%
Facebook “Likes” (% change YTD)	+380%
Twitter Followers (% change YTD)	+32%
YouTube Channel Views (% change YTD)	+54%

Partner Profile: Columbus Bride and Groom

Columbus Bride and Groom is the premier resource for weddings in Central Ohio. This group of wedding professionals can assist brides in finding vendors in all areas including cakes, flowers, invitations, gowns, venues and more. Located in Historic Dublin, Columbus Bride and Groom’s Wedding Resource Center is a great free planning tool that can be used at any point in the planning process. View samples, vendor portfolios, on-site planners and more. 90 S. High St., Dublin, 787-1840, www.columbusbrideandgroom.com.

