

Bureau Biz



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

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Dublin[™]
OHIO
Irish is an Attitude.

Irish Fairy Doors Bring Magic to Historic Dublin *New Irish Experience Latest in Effort to Attract Visitors, \$\$\$ to Dublin*

Over the past few years, the Dublin CVB worked with the local hospitality industry to create unique Irish experiences and products. New this year, the Dublin CVB partnered with the Irish Fairy Door Company to create a family-fun Irish experience.

The Irish Fairy Door Company, a Dublin, Ireland-based company, approached the City of Dublin and the Dublin CVB with the intent of launching their product in the U.S. with Dublin, Ohio as the headquarters. In order to support the Irish Fairy Door Company and the Bureau's goals of attracting visitors to the City, the Bureau created a trail experience that leads visitors and residents throughout Historic Dublin in search of Irish Fairy Doors and leads them to Ha'penny Bridge Imports of Ireland where the doors are available for purchase. The trail launched on March 12 in conjunction with all of Dublin's St. Patrick's Day festivities.

Playing off the Irish Fairy Door branding, the Dublin CVB created a printed trail guide and online landing page to act as a resource for those interested in the trail. The trail guide includes a map of all Historic Dublin businesses that house a fairy door and a form to claim a free "Irish Fairy Doors of Dublin" t-shirt upon completion. Each fairy door is accompanied by the resident fairy name that is to be placed in the blanks on the trail guide in order to prove completion and make the trail self-sufficient with

little requirement from participating businesses. The landing page houses all the door locations, a downloadable trail guide, explanation of prizes, example door, FAQs and more.

The Bureau distributed a release on the Irish Fairy Door trail in Dublin on the wire and worked with local media and regional mommy bloggers to create buzz about the launch and opening of the trail. Within the first week of launch of the Irish Fairy Doors of Dublin trail, the Bureau received nearly 200 completed trail guides, email addresses and geographic information showing more than 50 percent of trail participants were visitors.

Due to the popularity of the Irish Fairy Doors of Dublin, the Irish Fairy Door Company and the Dublin Irish Festival plan to create an outdoor fairy trail at Coffman Park to open this August during the festival. The Dublin CVB and the Irish Fairy Door Company plan to extend the trail with new doors, prizes, etc.



Briefs

Bloggers Rave About St. Patrick's Day

As part of a larger blogger outreach program, the Bureau hosted five travel/mommy bloggers to experience Dublin during the greenest and grandest time of year. Our efforts resulted in 12 blog articles and nearly 200,000 media impressions not including the huge amount of social reach. Bloggers came from Pittsburgh and Cleveland, along with a few popular Central Ohio writers to spread the word about Dublin as the St. Patrick's Day destination in the Midwest and be among the first to experience the Irish Fairy Doors of Dublin trail. All writers were overwhelmed with their experience in Dublin and the proof is in their stories.

2016 Living the Irish Attitude Award Winners

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." New this year, the 2016 "Living the Irish Attitude" Award winners were recognized on stage at the Blarney Bash. This year's winners are Boho 72 Boutique for dedicating a section of their store to "Irish Approved" items, Chelsea Borough Home for bringing Irish entertainment and shopping to the Historic Dublin Street Bazaar and the Dublin AM Rotary for bringing back the Blarney Bash.



CARMEL TRIP SPARKS IDEAS FOR DUBLIN LEADERSHIP

The Bureau led a group of Dublin Leadership to Carmel, Indiana (Hamilton County) on February 9-10. The trip was extremely informative and beneficial. Carmel and Dublin share a lot of attributes and have similar goals for development and tourism. Action steps staff will be taking in the coming weeks as a result of the trip include: Initiating discussions to gauge interest and the need for additional athletic facilities in the area; creating a Think Tank of suburban CVBs nationwide to discuss challenges and best practices; creating a unique program that recognizes Tourism Champions and Volunteers; and utilizing local volunteers during events to do visitor research.

For the Record...

LODGING TAX

These figures reflect the Dublin CVB portion (35 percent) of the hotel/motel tax, allocated to the Bureau by the City of Dublin's Division of Taxation.

	2016	Change
Jan/Feb	\$99,289	+5.9%
Year-to-Date	\$99,289	+5.9%

DUBLIN CVB MEASURES

Jan/Feb Visitor Inquiries	432
Free Media Impressions (YTD)	25,636,687
Web site Visitors (% change YTD)	-4%
E-Travel Club Members (% change YTD)	+14%
Facebook "Likes" (% change YTD)	+21%
Twitter Followers (% change YTD)	+14%
YouTube Channel Views (% change YTD)	+30%

Partner Preview: ZipZone Canopy Tours

Check out Columbus' first and ONLY zipline tour! ZipZone Canopy Tours takes you on a hands-free, guided zipline tour through Camp Mary Orton. Glide from platform to platform among the treetops with assistance from professional guides. Enjoy Columbus' natural landscape on these two hour tours. ZipZone is open for their 2016 season and is the newest attraction partner included in the Dublin Family Getaway offering 20 percent off zips for anyone staying in a participating Dublin hotel. Schedule your zip today at 614/847-9477 or at www.zipzonetours.com. 7925 N. High St. Columbus, Ohio.

