

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.

Visitor Perception Study Reinforces Dublin’s Appeal to Visitors *Bureau’s Marketing Campaigns Make Major Impact*

More than 98 percent of visitors to Dublin responded they were “likely” to make a return trip to the City, according to a recent Visitor Perception Study completed by Nashville-based North Star Strategies. “The study affirms that visitors are having a great experience in our City,” said Scott Dring, Executive Director at the Dublin Convention & Visitors Bureau. “The positive experience of our visitors and the tens of millions of dollars they spend annually are critical to the economic growth of Dublin.”

The Bureau embarked on a detailed research project that generated critical intel for the Bureau and the entire Dublin Tourism Industry to attract future business to the City. The research included Tapestry Visitor Profiling, Target Market Solar System and Visitor Motivation and Perception Studies.

Top in-state markets for visitors traveling to the City include Akron/Canton, Cleveland, Cincinnati and Dayton. The top regional markets include Pittsburgh, Detroit, Indianapolis and Charleston/Huntington.

In terms of how visitors describe the City, Dublin’s “Irish” reputation remains the top descriptor across all audiences. In 2006, the top descriptor of Dublin was a “suburb of Columbus.” This represents continued success and improvement in the appreciation of the Bureau’s

“Irish” centered destination brand that was launched in 2007.

The survey also reinforced the success of the Bureau’s marketing efforts showing that advertising recall increased 12 percent and advertising influence increased 15 percent from 2011 to 2016. In addition, 60 percent were positively impacted by the Bureau’s advertising efforts, an increase of 33 percent since 2011.

Overall, peer recommendations are the most trustworthy resource of information for visitors when considering a destination. The responses in the Dublin survey indicated that the most trustworthy source of information from both visitors and potential visitors is the www.IrishisanAttitude.com website. This shows that visitors are finding and using the Bureau’s website and additional investment in online marketing is valuable.

According to North Star, the greatest source for visitors when selecting a destination is “peer recommendations” or “Advocacy.” The study asked visitors the likeliness of recommending travel to Dublin on a scale of 1-10. The average score was 9.08, an increase from 8.78 in 2011 and substantially higher than the national average of 7.66. “The 9.08 is one of the highest scores we’ve ever seen in the history of our Advocacy Ranking,” said Don McEachern, President and CEO at North Star Strategies.



Briefs

National Sales Manager Brings 40 Years of Experience to Bureau

Pat King joined the Bureau in May as National Sales Manager. Pat has nearly 40 years of hotel experience and has spent the past 19 years leading the sales efforts at the Marriott Northwest in Dublin. The newly created position focuses on attracting regional and national conferences, trade shows and events to the City of Dublin. Pat will help to support Dublin's growing tourism product with two new hotels and a conference center expected to open in the next year. The position is the first staff addition to the Bureau since 2001.

Bureau Takes Home Four PRISM Awards

Competing against the top corporations, agencies, non-profit associations, colleges and other businesses across central Ohio, the Bureau earned four industry achievement awards for excellence in public relations from the Central Ohio Public Relations Society of America. The awards were for the Social Media Campaign for the St. Patrick's Day Giveaway, Irish Attitude Blog, 2016 Visitor & Event Planning Guide and Dublin's new Irish Fairy Door Trail.



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.

	Change
March/April Bed Tax	+5%
Year-to-Date Bed Tax	+4.9%

DUBLIN CVB MEASURES

March/April Visitor Inquiries	487
Free Media Impressions (YTD)	25,737,517
Web site Visitors (% change YTD)	-3%
E-Travel Club Members (% change YTD)	+2%
Facebook "Likes" (% change YTD)	+22%
Twitter Followers (% change YTD)	+13%
YouTube Channel Views (% change YTD)	+37%

Partner Preview: Phoenix Bats

It's baseball season year-round at the Phoenix Bat Company. Take a factory tour and see how a bat is made from start to finish. Watch a tube of wood transform into a bat suitable for a major leaguer right before your eyes on one of the most powerful machines in the industry in their state-of-the-art manufacturing facility. Stop in during an open tour time or schedule a tour for your group of 10 or more. Everyone leaves with an engraved mini bat to commemorate your visit. www.phoenixbats.com, 614/873-7776, 7801 Corporate Blvd. Suite E. Plain City, Oh.

BUREAU SECURES NATIONAL VOLLEYBALL TOURNAMENT

The National Volleyball League is bringing professional beach volleyball to Central Ohio and has selected a Dublin hotel to host the professional players and staff for its upcoming event on July 12-17 at Flannagan's. The event is free and open to the public and will feature 13 beach volleyball courts, a Vegas-style pool and a 6,000 sq. ft. sports bar. The national event will generate more than 200 room nights and tens of thousands of dollars in economic impact for Dublin.

