

July/August 2018

Bureau Biz

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



Dublin has been covered in USA Today, Travel Pulse, The Metropolitan Detroit, WISH TV Indy, MSN and several other media outlets totaling nearly 19 million earned media impressions.

REGIONAL CAMPAIGN GENERATES A RECORD OF 16 MILLION IMPRESSIONS

Focuses on Families in Key Out-of-State Markets

A record of more than 16 million impressions were generated from potential visitors residing in Pittsburgh, Indianapolis, Detroit and Charleston/Huntington as a result of the Dublin Convention & Visitor Bureau's Regional Awareness Campaign this year. The campaign, which was executed between April-August, extends the reach of Dublin's destination message beyond Ohio and encourages visitation among leisure travelers.

After analyzing the results of past campaigns, the Bureau learned the importance of using a mobile medium to find the highest quality traffic of new visitors and included a layer of retargeting to continue the conversation with audiences who already visited to move them further down the conversion funnel and ultimately, plan a trip to Dublin. Using these insights, a media strategy was created that allowed the Bureau to reach the target audience more efficiently and extend the campaign for an additional month with a comparable budget.

The first placement connected in-market travelers to Ohio that hadn't decided on a destination through digital display, video and native digital placements. Once a visitor engaged with the ad, visited the campaign landing page, and left VisitDublinOhio.com, they were retargeted with Dublin content while

browsing other sites to remind and entice them to return for more information. Specifically, those who showed interest by visiting the "Plan Your Trip" pages or family-friendly attractions within our target markets.

To reinforce these placements, high impact out-of-home placements were placed surrounding family friendly locations to drive awareness for Dublin and connect the Dublin CVB with these family friendly moments. These placements included branded transit shelters and outdoor billboards surrounding areas like the Detroit Zoo, the Children's Museum of Pittsburgh, the Carnegie Science Center and others.

The Bureau created research-driven creative to make all the paid placements work together. Research indicated that Dublin's target visitors are aware of the area but have a lack of understanding on specific things to do. The creative approach addressed this issue by showcasing top attractions and events in the area to drive awareness with a hint of Dublin's Irish Attitude. A short video was also created as a secondary way to engage users.

To support the regional campaign and attract visitors to Dublin, staff also secured media coverage in key regional and national media outlets. To date, Dublin has been covered in *USA Today*, *Travel Pulse*, *The Metropolitan Detroit*, WISH TV Indy, MSN and several other media outlets totaling nearly 19 million earned media impressions.



www.visitdublinohio.com



Briefs

Live News Features, Packages Generate Awareness, Business for DIF

Bureau staff traveled around the state to spread the word about the world's largest 3-day Irish Festival in Dublin. The efforts generated 2.3 million impressions featuring live news segments on Celtic cooking from the Dublin Village Tavern and the Irish dancers of Richens Timm to give viewers a taste of what to expect while visiting Dublin for the Irish Festival. In addition, the Bureau partnered with the City of Dublin to create the Dublin Irish Festival Free Ticket Package offering visitors two free tickets and festival swag when staying in a Dublin hotel. This year's package resulted in 78 booked packages and 110 room nights.

Marketing Efforts Generating New Leads

A campaign to attract new regional meeting planners to Dublin generated 57 leads, more than 24,000 clicks and 2 million impressions in its first year. To build brand awareness of Dublin as a meetings destination, the campaign combined audience segmented Facebook ads and an aggressive email campaign to reach planners through the "Dublin Your Luck" sweepstakes. One qualified planner was awarded with an exclusive Dublin experience for two.



For the Record...

LODGING TAX

Change
Year-to-Date Bed Tax.....+7%

DUBLIN CVB MEASURES

May/June Website Visits (% change YTD) .. +138%
Free Media Impressions (YTD)4,045,829
Facebook Fans (% change YTD)..... +10%
Twitter Followers (% change YTD)+1%
Instagram Followers (% change YTD) +28%
YouTube Views (% change YTD)..... +32%
Fairy Door Trail Completions (YTD).....3,539

Partner Preview: Menchie's Frozen Yogurt

Menchie's Frozen Yogurt is the ultimate frozen yogurt destination in Dublin. Frozen yogurt lovers can serve themselves from 12 daily flavors, choosing from over 30 dry toppings and choice of fruits, sweets and hot toppings. Menchie's do-it-yourself frozen yogurt bar is just as tasty as it is fun. Menchie's also welcomes you to have your next event or birthday party at one of their stores. Visit Menchie's at 7545 Sawmill Rd. or 5043 Tuttle Crossing Blvd. or visit www.mechiessawmill.com.

LECKLIDER, TURKAY NAMED TO DCVB BOARD OF DIRECTORS

The Bureau's Board of Directors announced two new members at last month's Annual Meeting. Tim Lecklider, former Dublin City Council member and Dublin resident, was named an at-large representative and Orcun Turkey, General Manager of the AC Marriott, was selected by his peers as a hotel representative. Additional Board of Directors include Phil Smith, Dr. David Lee, Amy Numbers, Heather Baxter, Bob Hoying, Mike O'Malley, Dave Cecutti, Gerrilyn Rozich, Frank Willson, Michelle Crandall, Clay Rose, Craig Baldrige, Nichole Brinker, Pete Fingerhut, Eric Belfrage and Scott Dring.

