



Visit Dublin GA FY16 Review

Stats as of June, 2016

- Hotel/Motel tax revenue flat over LY
- VC served 14,468 people and 1,924 pets vs. 12, 134 visitors and 1,495 pets FY 15
- Answered 6385 leads
- Distributed 7,781 brochures
- VisitDublinGA.com visitation has increased 25% over LY.
- Social media:
 - Facebook- 6187 followers vs. 3150 LY
 - Twitter- 849 followers vs. 650 LY
 - Instagram- 3304 followers vs. 1200 LY
 - Snapchat-average 150 views per day
 - Periscope-campaigns average 100 views per livecast
 - TripAdvisor
 - Pinterest

Accomplishments

- Dublin named a Top Place to Celebrate St. Patrick's Day by *USA Today*
- Dublin, Page House Bed & Breakfast and Jeff's Musicology named Ultimate Georgia Road trip by *In Your State.com*
- Company Supply, Deano's Italian, Holy Smokes BBQ, and Peter's Place named *Georgia's 100 Plates Locals Love* by GA Tourism Division.
- Dublin featured in *Philadelphia Sun*, highlighting MLK's first speech, Page House Bed & Breakfast, 'Cross the Creek Cemetery, and Company Supply.
- Extensive advertising campaign including Georgia Travel Guide, Ideal Living, The Local Palate, Family Circle, Better Homes and Gardens, Everyday with Rachel Ray, Atlanta Magazine, and Georgia Magazine, wmaz.com, Facebook, as well as Explore Georgia.org. Dublin's attractions and events appeared in 31 versions of Explore Georgia's newsletter e-blasts vs. 26 LY.
- Hosted 10 travel writers for Travel Media Marketplace and four familiarization tours.
- Dublin's listings on ExploreGeorgia.org have increased to 136.
- Regional Visitors Information Center state designation for Dublin Visitors Center will upgrade to a Tier 5 visitors center, the highest ranking possible.
- Dublin organizations awarded four Tourism Product Development agreements totaling \$30K to construct a monument at First African Baptist Church and improvements at Stubbs Park.

- Dublin hosted 1445 cyclists from across the country during Bicycle Ride Across Georgia, drawing upon promotional opportunities and coordination partnerships locally and from across a five county area.
- Coordinated Dublin's first all day acoustic music festival, DubJam, in partnership with GDEcD.
- Selected as a team member for two GA Tourism Resource Teams covering Pike and Spaulding Counties.

Community Partnerships Development

- Served as Past President of the Magnolia Midlands Travel Association
- Appointed to the board of directors of Georgia Association of Convention and Visitors Bureaus.
- Represented Dublin/Laurens County at state and regional conferences including Governor's Conference, Travel Media Marketplace, RVIC conference, Regional Travel Association Leadership Conference, Tourism Day at the Capitol, AARC Convention, and RTA President's events.
- Developed a plan for educational trails in partnership with DNR at River Bend and Beaverdam WMA's, as well as directional signage.
- Dublin was selected to host the 2017 Regional Travel Association meeting in 2017.
- Served on the advisory committee for Georgia Forward's Young Gamechangers program.
- Served on advisory board of Georgia Regional Visitors Information Centers.
- Managed Facebook accounts for Company Supply, Peter's Place, Dublin Farm, Landmark Café, Ristorante da Maria, and Deano's Italian.
- Partnered with City of Dublin and Downtown Development Authority to submit GDOT GATEway grant, resulting in a \$50K award for beautification of Hwy. 441
- Sourced funding via anonymous donor in partnership with GDEcD for downtown hotel feasibility study completed by Downtown Development Authority.
- Partnered with City of Dublin to coordinate GMA's GICH conference downtown.

Product Development

- \$5 K towards development of new product related to St. Patrick's Festival
- \$4K towards development of MLK monument at First AB Church
- Community partners awarded grants totaling \$90K to develop new tourism products.
- Sponsored and coordinated 2nd Annual Artists of Georgia exhibit at Dublin Carnegie.
- Sponsored and coordinated Analisse Hamilton: Sketchbook Chronicles at Dublin Carnegie during BRAG.

Plans for FY 2017

- Increase real and virtual visitation to Laurens County.
- Complete Dr. Martin Luther King, Jr. Monument
- Continue revitalization of Stubbs Park

- Continue working with community leaders to develop a plan of action for gateway signage and beautification, and development of SBR40 and the river walk.
- Continue developing a partnership with Columbus and Savannah for long term development of SBR40
- Continue working with state and regional partners towards the development of a statewide “Retire GA” campaign
- Partner with the Dublin-Laurens Historical Society to develop new tours across Laurens County
- Erect educational and directional signage at River Bend WMA in partnership with DNR.
- Assist the St. Patrick’s Festival Marketing committee by redesigning website and managing social media outlets.
- Develop a new mobile app and audio tour throughout downtown, creating Dublin’s first history trail.