

DUBLIN

Visit Dublin GA FY15 Review

Stats

- Hotel/Motel tax revenue up 14.86% over LY
- VC served over 12, 134 visitors and 1,495 pets
- Answered 9780 leads
- Distributed 67, 060 brochures
- VisitDublinGA.com visitation has increased 150% over LY.
- Social media:
 - Facebook- over 3150 followers
 - Twitter- over 650 followers
 - Instagram- over 1200 followers.
 - TripAdvisor
 - Pinterest
 - Developed initial presence on Snapshat and Periscope.

Accomplishments

- Dublin named a Top Place to Celebrate St. Patrick's Day by *USA Today*
- Page House Bed & Breakfast named A Top Georgia Getaway by *In Your State.com*
- Deano's Italian and Dublin Farm both named one of *Georgia's 100 Plates Locals Love* by GA Tourism Division.
- Dublin featured in *Philadelphia Sun*, highlighting MLK's first speech
- Mobile website created and maintained for the Dublin-Laurens Museum & Cultural Center.
- Visitors Guide; 32 pages, full color
- Extensive advertising campaign including Georgia Travel Guide, Ideal Living, The Local Palate, Family Circle, Better Homes and Gardens, Every day with Rachel Ray, Atlanta Magazine, and Georgia Magazine, wamaz.com, Facebook, as well as Explore Georgia.org. Dublin's attractions and events appeared in 26 versions of Explore Georgia's newsletter e-blasts.
- Hosted 3 travel writers
- Dublin's listings on ExploreGeorgia.org have increased to 134.
- RVIC state designation for Dublin Visitors Center upgraded to a Tier 4.
- Lead a panel on marketing for small CVB's at 2014 Georgia Convention & Visitors Bureau Winter meeting
- City of Dublin awarded a Tourism Product Development agreement for \$15K to construct a monument at First African Baptist Church

Community Partnerships Development

- Served as 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, GA Trail Summit, Travel Media Marketplace, RVIC conference, RTA Leadership Conference, Tourism Day at the Capitol, Georgia on My Mind Day in Augusta, and RTA President's events.
- Served as part of the St. Patrick's Committee marketing committee
- Helped organize and recruit vendors and entertainment for Arts & Crafts Festival
- Served on the steering committee to help develop a comprehensive plan for Dublin's bike trail & river walk.
- Developed a plan for educational trails in partnership with DNR at River Bend and Beaverdam WMA's, as well as directional signage.
- Assisted in the production of new City of Dublin videos.
- Partnered with the Heart of Georgia Altamaha Regional Commission and Dublin-Laurens Recreation Authority to submit a DNR Trails Grant to fund improvements at River Bend WMA
- Bid on and Dublin was selected to host GDEcD Tourism Product Manager meeting, GDEcD Tourism Product Development agreement meeting, and Tourism Product Director Bruce Green's retirement party.
- Bid on and Dublin was selected to host the 2017 Regional Travel Association meeting in 2017.

Product Development

- \$5 K towards development of new product related to St. Patrick's Festival
- \$4K towards development of plan for MLK monument at First AB Church

Plans for FY 2016

- Increase real and virtual visitation to Laurens County.
- 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
- Oversee construction of the MLK monument at First African Baptist Church
- Erect educational and directional signage at River Bend WMA in partnership with DNR.
- Assist the St. Patrick's Festival Marketing committee

- Serve as RTA Past President (advisory)
- Serve on the advisory committee for Georgia Forward's Young Gamechangers program.
- Serve on the board of directors of Georgia Association of Convention and Visitors Bureaus.