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Visit Dublin

DIGEST

News and Information from Visit Dublin Ohio

VISIT DUBLIN, DUBLIN CITY SCHOOLS LAUNCH INAUGURAL TRAVEL & TOURISM ACADEMY

Program Aims to Solve Hospitality Workforce Issues

“Some of the experiential learning opportunities that will be provided by local businesses include serving as guest speakers, host field trips, host job shadow experiences, internships, and provide mentorship.”

Dublin City Schools will launch a unique Travel & Tourism Academy in the 2024-25 school year. The program, in partnership with Visit Dublin, was created as part of a grass roots effort to help address the tremendous void of current and future jobs within the hospitality industry.

After detailed research and discussions with local restaurants, hotels, retailers, events, etc., Visit Dublin partnered with Dublin City Schools and their successful Academy Program to create a new Travel and Tourism Academy for Dublin high school students. The program is one of the first of its kind in the nation.

There was no industry impacted more from the COVID pandemic than the Travel and Tourism Industry with the most impactful area being job loss. With a decline in business, hospitality businesses had to eliminate or decrease their workforce through layoffs or furloughs. The City of Dublin felt the impact as well with hospitality industry employees switching industries out of necessity. The new Academy is one solution to help Dublin's tourism industry with its long-term workforce issues.

The concept alone generated interest across the industry with the ultimate goal of getting high school students excited

about the possibilities of choosing the hospitality industry as a career. Key partners such as Cameron Mitchell Restaurants, the Memorial Tournament presented by Workday, Dublin hotels, Crawford Hoying, City of Dublin, Columbus Zoo and Aquarium, among others were excited to participate in the program to create a stronger and more sustainable workforce.

The Academy will prepare students for the many career opportunities the hospitality industry offers combining hands-on experiential learning such as guest speakers, site visits, and mentorships with in-demand industry recognized credentials, coupled with the opportunity for students to earn college credit to jump start their post-secondary journey.

Students will be offered “real life experiences” vs. the traditional classroom experience. The program was designed for participants to have their classes at various locations within the industry. Some of the experiential learning opportunities that will be provided by local businesses include serving as guest speakers, host field trips, host job shadow experiences, internships, and provide mentorship.

The Academy is offered to junior and senior Dublin City School students in the 2024-25 school year and hopes to attract 15-20 students for the first year.



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Briefs

2024 PUBLICATIONS HAVE ARRIVED

Dublin's 2024 Destination Guide and Coupon Book are now available! The 56-page, magazine-style guide serves as a valuable tool to showcase and market the City to visitors and residents featuring stories on the City, a pull-out map and walking map of Downtown Dublin, dining suggestions, kid-friendly activities, seasonal experiences, trip itineraries based on interest and more. The 2024 Coupon Book has grown to include special offers to 31 local businesses. View the digital Destination Guide or order a free copy at VisitDublinOhio.com.



"THE OTHER DUBLIN" CAMPAIGN INVITES IRISH TO VISIT FOR ST. PATRICK'S DAY

To attract visitors from Dublin, Ireland and generate national and international media, Visit Dublin is extending an especially warm invitation across the pond in the month of March. Billboards in downtown Dublin, Ireland, along with location-targeted social ads, makes an offer almost too good to refuse—free pints on St. Patrick's Day. Any Dubliner who makes the 3,566 mile trek to their American counterpart and lands between March 8th and March 18th will be rewarded with free pints and plenty of Visit Dublin swag.

AMERICAN BUS ASSOCIATION CONFERENCE GENERATES NEW BUSINESS

Staff attended the American Bus Association (ABA) Marketplace in January to meet with group tour operators from across the country. Staff met with more than 40 tour operators during the event and two new groups from Tennessee and Northeast Ohio have already booked their tours to Dublin. Each Group Tour motorcoach attracts more than 50 visitors to Dublin to experience restaurants, shops, and attractions. Visit Dublin has created a list of Irish-themed experiences for groups that are very appealing to operators.



For the Record...

Top Instagram Post
The Dublin Link in Winter



LODGING TAX

Change
Year-to-Date Bed Tax Revenue +10%

VISIT DUBLIN OHIO MEASURES

Nov./Dec. Website Visits (% change YTD)..... -2%
Free Media Impressions (YTD)46,593,539
Facebook Fans (% change YTD).....+8%
Twitter Followers (% change YTD) -1%
Instagram Followers (% change YTD) +36%
YouTube Views (% change YTD).....+3%

PARTNER PREVIEW: OASIS FACE BAR

Now open in Historic Dublin! With a hint of whimsicalness, paired with clinical effectiveness, Oasis Face Bar is redefining the traditional spa experience. Their goal is to provide a casual environment where clients can drop in for exceptional, naturally derived skin care services, while being educated on each step of their treatment. Services range from facial massages and dermaplanes to waxing and tinting. Visit Oasis at 11 W. Bridge St. or oasisfacebar.com.

"Visit Dublin enhances the Quality of Life for area residents by attracting visitor spending, consumer interest and entrepreneurial investment into the community."