



# Visit Dublin OHIO

# DEST

## Visit Dublin's "Always On" Strategy Helps Boost Shoulder Seasons

Seasonal Content, Campaigns, E-mail Marketing positions  
Dublin as year-round destination

Visit Dublin continues to position the city as a year-round destination, creating awareness and driving visits during traditionally slower seasons.

As Dublin continues to grow as a destination, Visit Dublin remains committed to adapting its sales and marketing efforts to attract visitors from across the country. Traditionally, marketing messages and resources are focused on the spring and summer seasons, but with increased hotel supply and growing competition, Visit Dublin has adopted an "always-on" strategy to boost visitation during the shoulder seasons of fall and winter.

To drive awareness and increase visitor interest during these off-peak months, several targeted campaigns have been developed. Dublin's regional campaign was expanded to include fall and holiday promotional flights, featuring paid placements on social media platforms like Meta and YouTube, seasonal paid search campaigns, and other digital advertising efforts. The creative showcased fall and winter activities and events, resulting in more than 14 million impressions and more than 20,000 engagements from users seeking more information about visiting the area.

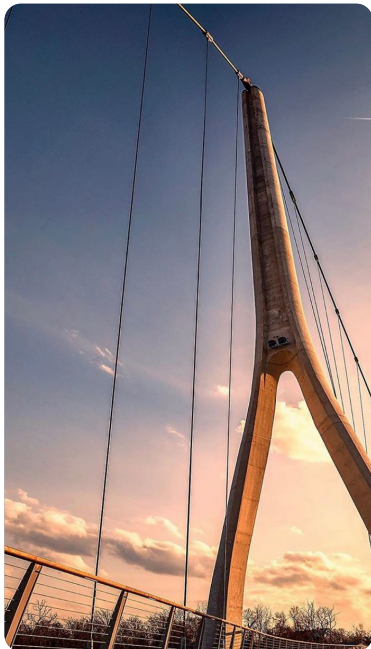
In addition to seasonal promotions, Visit Dublin looks for unique opportunities to market the city as a must-visit destination for special occasions. With Valentine's Day

falling toward the end of Dublin's winter season, the "Love in Dublin" campaign was launched to position Dublin as the most romantic city in Ohio. The campaign featured storytelling and imagery of engagements on the Dublin Link, a Dublin-themed love language quiz, romantic getaway itineraries for each love language, and a giveaway – all designed to inspire couples to visit. The

results were tremendous, with nearly 7,000 giveaway entries, 18,000 landing page visits, and more than 700 visits to Downtown Dublin during the campaign period. Visitors traveled from Akron, Dayton, Cleveland, Toledo, and beyond to experience Dublin's romantic charm.

Other seasonal tactics include e-blasts to our engaged subscriber base of more than 20,000, dedicated landing pages for fall, holiday and winter things to do in Dublin

featuring the best events, activities and experiences, and a focus on influencer partnerships and traditional PR outreach to maintain Dublin's presence and ensure the destination remains top of mind for travelers. Through these efforts, Visit Dublin continues to position the city as a year-round destination, creating awareness and driving visits during traditionally slower seasons.



# BRIEFS

## St. Patrick's Day Lures Bus Tours

January was a busy month lining up new bus tours to visit Dublin during St. Patrick's Day and beyond. There will be six groups in town St. Patrick's Day week from Ohio (3), Indiana, Michigan and Illinois. Three additional groups have also planned their visit to Dublin later this year. Each motorcoach holds up to 52 visitors that participate in experiences around the city including visiting Dublin restaurants, shops and attractions. Visit Dublin attends several national tradeshow to attract tour operators to the area.

## Visit Dublin Launches New Website

Visit Dublin's website hosts nearly 1 million visitors a year and has a fresh new look! Enhanced with new technology features and Visit Dublin's updated brand elements, VisitDublinOhio.com is the hub for visitor information on Dublin's events, eateries, and hidden gems. Some new features include an interactive map, blog microsite, enhanced partner business listings, AudioEye accessibility tool and more. Visitors and residents can navigate the city and get all the inspiration needed to explore the area at [visitdublinohio.com](http://visitdublinohio.com).



# FOR THE RECORD

## Top Instagram Post

Playa Bowls



## Lodging Tax

Year-to-Date Bed Tax Revenue (change).....+13%

## Visit Dublin Ohio Measures

Nov./Dec. Website Visits (% change YOY) .....-6%

Free Media Impressions (YTD)..... 841,893,781

Facebook Fans (% change YOY) .....+8%

TikTok (% change YOY) .....+10%

Instagram Followers (% change YOY) .....+31%

YouTube Views (% change YOY) .....+2%

## Partner Preview: Vitality Juicery

Vitality Juicery in Historic Dublin is a health-focused shop known for its fresh, cold-pressed juices and smoothies that pack a flavorful punch. Customers rave about the friendly service and inviting atmosphere, making it the perfect spot to refuel after a workout or during a busy day. With creative flavor combinations and nutrient-rich options, this local shop has quickly become a favorite for raw juice, cleanses, acai bowl and more. Visit them at 22 South High Street or check out their menu items at [www.vitalityjuicery.com](http://www.vitalityjuicery.com).

## Visit Dublin Wins International Award

Remember when Visit Dublin invited the Irish to visit Dublin, Ohio? The campaign won the organization's first-ever HSMAI Adrian Award for The "Other Dublin" Campaign! The Adrian Awards, now in their 68th year, are the largest and most prestigious competition in global travel marketing, recognizing excellence and innovation in showcasing destinations. The "Other Dublin" campaign won Best in Category for Integrated Campaigns. The creative campaign included billboards and social ads in Dublin, Ireland and earned media that resulted in more than 120 million worldwide media impressions.



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