

January/February 2021

Visit Dublin

DIGEST

News and Information from Visit Dublin Ohio

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RESTART PLAN PAVES THE WAY FOR HOSPITALITY INDUSTRY'S SURVIVAL

With every challenge comes opportunity. In 2020 Visit Dublin took a leadership role during the pandemic in helping create a safer community in an effort to support Dublin's local businesses and residents.

Visit Dublin created the Dublin Hospitality Industry Restart Plan, with support from Dublin City Council, that was a phased approach created to share the right messages at the right time. Starting with at-home activities to keep Dublin top-of-mind and sharing how to support local businesses while staying at home. As businesses were permitted to reopen, Visit Dublin acted as the source of information and support for Dublin's Hospitality Industry. As an example, Dublin's Picnic Packs campaign encouraged residents to order carryout and enjoy Dublin's outdoor spaces to help boost restaurant sales.

“Visit Dublin became stewards of safety, sharing and amplifying state and city protocols in creative ways,” said Scott Dring, President & CEO at Visit Dublin. “Just one example was the safety street decal program that put social distancing

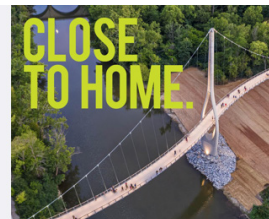
on display throughout Downtown Dublin using Dublin themes such as the Memorial Tournament, Dublin Irish Festival, and the 6-ft. Gallery that showcased local artwork urging pedestrians to stay three paintings apart.”

Transitioning the Restart Plan into 2021, there are several key themes Visit Dublin will use to strategize how to make the most impact in the coming year.

Research indicates there is pent-up demand for leisure travel with 81 percent of American travelers planning a trip in the next six months. Visit Dublin launched a media campaign in January to ensure that visitors are keeping Dublin top-of-mind for their future

road trips. The campaign is running in all Ohio markets to create awareness of Dublin as a destination and share the safety precautions the City has in place.

Safety is a top priority. Visit Dublin is using new technology to create more safe and touchless experiences for residents and visitors like the digital Celtic Cocktail Trail pass and virtual Destination Guide. Dublin's tremendous outdoor product is a difference-maker and will continue to be a focus with imagery of parks, waterfalls, public art and more to showcase the safe outdoor adventure you can have in Dublin.



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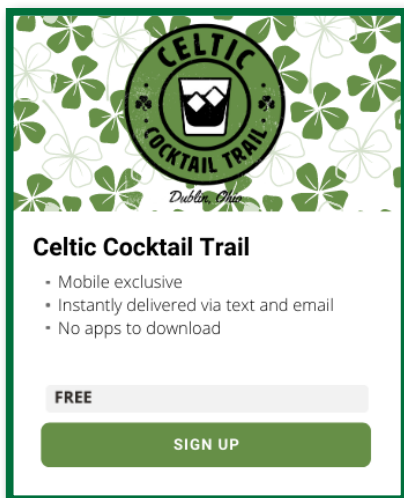
Briefs

LOCAL CAMPAIGN SUPPORTS RESTAURANTS

With limited outdoor dining options and strict COVID protocols, restaurants in Dublin and around the state had to brace for the winter months. To help bring attention to Dublin restaurants, Visit Dublin launched a social media campaign in January to promote local restaurants through the winter months and educate residents on all the ways they can help. Dine-in safety measures, takeout, delivery, group meals and unique outdoor dining experiences are a few of the features being promoted through the end of February.

CELTIC COCKTAIL TRAIL GOES DIGITAL, TOUCHLESS

Visit Dublin is creating a touchless, digital Celtic Cocktail Trail experience. The digital Celtic Cocktail Trail pass will launch in time for St. Patrick's Day and provide visitors and residents a safe way to experience and support local restaurants from their mobile device. The trail features 17 participating restaurants with signature cocktails and prizes. The new digital platform allows Visit Dublin to connect with users at each part of their trail journey and encourage future visitation with incentives and promotional messaging.



2021 DESTINATION GUIDE AVAILABLE ONLINE

Due to the pandemic, the requests for the printed Destination Guide decreased greatly in 2020 in comparison to past years. With a surplus of 2020 guides and a shift to creating more touchless environments in the hospitality industry, the 2021 Dublin Destination Guide produced by Visit Dublin has gone digital. The Guide will continue to serve as a critical informational tool to sell the City to potential visitors and residents and is available at www.visitdublinohio.com. Visit Dublin will continue to distribute any physical guides from 2020 with a QR code on the cover to visit the digital guide for updated event dates, new businesses, etc.



For the Record...

Top Instagram Post
Glacier Ridge Tree



LODGING TAX

Change

Year-to-Date Bed Tax Revenue-61%

VISIT DUBLIN OHIO MEASURES

Nov./Dec. Website Visits (% change YTD).....-35%

Free Media Impressions (YTD)1,409,654

Facebook Fans (% change YTD).....+9%

Twitter Followers (% change YTD)+2%

Instagram Followers (% change YTD)+55%

YouTube Views (% change YTD).....+4%

PARTNER PREVIEW: THE WINCHESTER INSTITUTE

Visit Dublin's newest partner, The Winchester Institute, specializes in delivering 5-star chiropractic care to patients and clients of the Columbus area. They offer spinal manipulation, therapeutic stretching, functional rehabilitation, and relaxing massage all under one roof! The institute prides itself in being one of the only offices in Columbus to practice the "Gonstead" technique. Dr. Bryan Hoggatt is now accepting new patients and is offering free consultations for anyone who has questions or is wondering if chiropractic is right for them. Stop by The Winchester Institute today, at 6425 Post Rd. or call (614) 760-5555 for more information.



"Visit Dublin Ohio is an economic driver for the City of Dublin attracting visitors and events that generate jobs and global awareness of Dublin."