



Visit Dublin OHIO

DIGEST



Group Tours Roll into Dublin

Participants Generate Money, Jobs for Dublin’s Businesses

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— Josh Bricker

Dublin annually attracts bus tours from across the country with each bus bringing up to 52 visitors that stay in Dublin hotels, eat at restaurants and attend events generating economic impact for the City of Dublin.

“Nearly 65 percent of the bus tours to Dublin are day trips that travel in from as far as a 3-hour drive time with the remainder of trips booking overnight stays, with some staying as long as four nights” said Josh Bricker, Sales Manager. “Over the past few years, we’ve booked buses residing in Ohio,

Pennsylvania, Indiana, Michigan, Tennessee, Wisconsin, Illinois, New Jersey, New York, Missouri and Virginia.”

Group tour travel involves a pre-arranged itinerary where a group travels by motorcoach to explore destinations together under the guidance of a tour leader or guide. These tours typically include transportation, accommodations, and activities offering a convenient and structured way to experience new places.

A typical day trip includes four to five experiences, plus lunch and dinner stops. Most lunch stops are in Downtown Dublin offering increased foot traffic and sales to

several restaurants and shops in Historic Dublin and Bridge Park.

Visit Dublin has been especially successful in attracting group tours with curated Irish experiences exclusive to these tours. Experiences like Irish Dance 101, Irish Penny Whistle Class and an Irish Wake give participants a taste of Ireland without a passport. The Dublin Irish Festival is also

a big attraction for motorcoach groups with five groups booked in 2024. Staff sells Dublin as a group tour destination



at several regional and national shows, including the American Bus Association Conference and Heartland Travel Showcase. Booking bus tours are extremely competitive – staff meets individually with tour operators at these shows in the hopes of booking future business.

To further market Dublin as a Group Tour destination, Bricker serves on the Ohio Has It! Board of Directors representing Central Ohio. Ohio Has It! is comprised of destinations, attractions and restaurants from across the state that looks to attract group tour business. Participation in this group allows Visit Dublin to generate additional leads and business.



BRIEFS

Visit Dublin Markets Irish Festival Year-Round

The Dublin Irish Festival offers a tremendous opportunity to attract visitors and economic impact to Dublin and showcases the City on an International stage. Visit Dublin partners with the event on several efforts and activations including influencer campaigns, media outreach, Free Ticket Package, Group Tours, and more. Staff secured five local influencers to promote the Festival and City to their respective audiences and hosted a national travel writer who writes for outlets like Travel & Leisure and others. Five bus tours were booked for the festival with up to 50 people on each bus. Nearly 200 Dublin Irish Festival Packages were booked at eight Dublin hotels.



Visit Dublin Launches New Brand Identity

Visit Dublin has a refreshed brand identity and logo! Staff enlisted the expertise of the Visit Dublin Board representing local organizations to assist in the creation of a new logo that includes the traditional shamrock and the Link Bridge. The new identity leans into the juxtapositions that make Dublin interesting: its natural features and urban areas, the relaxing family-friendly activities and fun nightlife. It's a city that's not too big, not too small, and just right. To communicate that visually, the distinctive bridge shape is used as an iconic asset along with rich saturated colors. Photography guidelines were updated to highlight these areas of contrast.

FOR THE RECORD

Top Instagram Post

Maison Skalli



Lodging Tax

Year-to-Date Bed Tax Revenue (change)..... +11%

Visit Dublin Ohio Measures

May/June Website Visits (% change YTD)+9%

Free Media Impressions (YTD)..... 2,646,433,299

Facebook Fans (% change YTD)+8%

X Followers (% change YTD)+1%

Instagram Followers (% change YTD)+22%

YouTube Views (% change YTD)+2%

Partner Preview: The French Store

The owner of The French Store moved from Paris to Columbus and brought with him the savoir-faire and inspiration found in French homes. Linen, tableware, home decor, body care, candles, tea and French treats are just a few of the items you can find at The French Store in Historic Dublin. The French Store carries new and vintage articles and centuries-old brands exclusively displayed at this location in Ohio. Visit them at 24 North High Street or call (380) 215-6722.

Top Meeting Planners Introduced to Dublin

Some of the top meeting planners from Ohio corporations participated in a Visit Dublin FAM (Familiarization) Tour in July. Sites for the tour included city-wide meeting venues with the goal of raising awareness of Dublin as a meeting destination and generating future new business. Several Downtown Dublin restaurants with meeting space gave presentations and a preview of their space and menu. Many participants are planning future meetings in Dublin after the FAM experience.



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