

July/August 2022

Visit Dublin

DIGEST

News and Information from Visit Dublin Ohio

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DUBLIN PARK PASS PROVIDES RESOURCE FOR VISITORS, RESIDENTS

Highlights Dublin’s 64 Parks, Experiences

Visit Dublin’s newest resource for visitors and residents, The Dublin Park Pass, was launched in July in partnership with OhioHealth and in conjunction with National Parks and Recreation Month. Since the launch, the pass gained more than 700 passholders and nearly 3,000 check-ins at Dublin parks.

This new, year-round experience allows users to filter through Dublin’s 64 parks to find their desired activity or amenity. From public art and historical assets to sports courts and river access, the Park Pass helps share Dublin park experiences and makes it easier for visitors and residents to navigate the vast amount of green space in the city.

The pass is fully digital and delivered via text and email upon sign up. It can be saved directly to the home screen of any smartphone for easy access.

To celebrate National Parks and Recreation Month, Visit Dublin hosted a sweepstakes to win the Ultimate Dublin Outdoor Adventure complete with kayaking, ziplining, an overnight hotel stay and more. Each time a user checks-in at a park they received one entry into the sweepstakes.

The Park Pass is the newest addition to Visit Dublin’s experiences that aim to enhance the Dublin experience and encourage visitors to stay longer and residents to patronize Dublin businesses and amenities more frequently.

Other experiences include the popular Irish Fairy Door Trail and the Celtic Cocktail Trail. The Irish Fairy Door Trail leads participants to 11 retail shops in Downtown Dublin to search for tiny fairy doors. Once completed, a free t-shirt can be redeemed. More than 7,500 participants from 44 states and 8 countries have completed the trial.

The Celtic Cocktail Trail is a digital pass that leads passholders to 19 different Dublin restaurants to sample a cocktail with an Irish twist and win prizes along the way. Each restaurant has curated a Celtic Cocktail specific to their business to offer participants. The Cocktail Trail also offers exclusive deals at each stop to encourage additional spending at Dublin restaurants. Nearly 2,700 people have signed up for the Celtic Cocktail Trail pass.

Visit Dublin plans to continue building upon these experiences annually while adding new product and activities to drive visitation and economic impact for the City.



 **OhioHealth**

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Briefs

DUBLIN IRISH FESTIVAL PACKAGE SETS RECORD

The return of the full Dublin Irish Festival presented a great opportunity to attract visitors to Dublin and encourage festival attendees to stay for more than one night. Visit Dublin partnered with the City of Dublin to bring back the “Dublin Irish Festival Free Ticket Package” that offers two free festival tickets per night stay at participating Dublin hotels and a free Dublin Irish Festival swag bag upon arrival. The package was promoted through a paid social media campaign and resulted in 191 packages booked, nearly 400 hotels room nights and nearly \$500,000 in economic impact for the City.

MSN STORY GENERATES 70 MILLION MEDIA IMPRESSIONS

Visit Dublin hosted a Cincinnati-based travel writer in July who published an article titled “Road Trips & Recipes: Follow the magic to Dublin, Ohio”. The article was picked up by numerous regional and national publications including MSN, Bellingham Herald, Finger Lakes Times, Sacramento Bee and more generating more than 70 million impressions. The article featured several Dublin businesses and attractions including Dublin Village Tavern, Dublin Toy Emporium, the Irish Fairy Door Trail, Zoombezi Bay and more. Visit Dublin works to secure year-round media coverage on all there is to do in Dublin.



DUBLIN HOSTS RUGBY OHIO & BUCKEYE CLASSIC ARCHERY TOURNAMENTS

Rugby Ohio hosted their first Buckeye Invitational at Darree Fields in July. The event attracted more than 40 boys and girls rugby teams throughout the region for the two-day event. In addition to room nights for Dublin hotels, participants also enjoyed a Saturday evening exploring downtown Dublin and the Bridge Park summer music series. The Buckeye Classic Archery tournament took place July 29 - 31 at Darree Fields. After multiple years of hosting a successful event, event directors expanded the size of the event this year and attracted more than 650 archers from throughout the U.S. The event is a USA Archery National Team qualifying event and attracts the best archers vying for a spot on Team USA.



For the Record...

Top Instagram Post
Pet-Friendly Hayden
Run Falls



LODGING TAX

Change

Year-to-Date Bed Tax Revenue +80%

VISIT DUBLIN OHIO MEASURES

July/Aug Website Visits (% change YTD)..... +18%

Free Media Impressions (YTD) 160,334,829

Facebook Fans (% change YTD)..... +11%

Twitter Followers (% change YTD) +3%

Instagram Followers (% change YTD) +24%

YouTube Views (% change YTD)..... +130%

PARTNER PREVIEW: PARIS 75

Get a taste of France at Paris 75 in Historic Dublin. Look through their glass case of handcrafted macarons and find flavors like lemon, cassis, mango-passion fruit, salted caramel and many more. Pair your colorful treats with a Parisian gift from their carefully curated gift shop. Inspired by her French exchange students, owner Jennifer Harp selects items from small businesses to bring back to Paris 75. Find tea made from the pedals and apples in Marie Antoinette's garden and vinegar from a company in Orléans that was founded in 1797. Visit Paris 75 at 91 S High St. or paris75.cafe.



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