

July/August 2021

# Visit Dublin

## DIGEST

News and Information from Visit Dublin Ohio

*"It's a great example of how Visit Dublin generates economic impact for the City."*

## FAIRY DOOR TRAIL HELPS RETAIL REBOUND IN DOWNTOWN DUBLIN

*Drives Awareness, Foot Traffic for Small Business*

Visit Dublin's Irish Fairy Door Trail has seen a 190 percent increase in participants this summer – a record high even in comparison to pre-pandemic years.

Nearly 7,000 visitors and residents from 35 states and 8 countries have completed Visit Dublin's Irish Fairy Door Trail that leads participants to 12 retail destinations in Downtown Dublin. Each retail stop houses a small fairy door created by a Dublin, Ireland-based Irish Fairy Door Company. Hunt for the tiny doors, collect all the fairy names along the way and return your passport for a free t-shirt from Visit Dublin.

While the trail started as a family-fun activity for St. Patrick's Day, it has grown into an economic driver for Dublin's small retailers. Thousands of people discovering local shops and purchasing ice cream, chocolate, toys, teas, gifts and everything between while on the trail.

Visitors from in-state and regional markets have specifically cited the trail as the reason for their visit to Dublin.

While the trail directly supports our small retailers who make Dublin a unique destination, it also brings visitors to discover all that Dublin has to offer from dining experiences to outdoor adventures. The trail appeals to more than just kids with groups of friends, date nights and group

tours participating in the Fairy Door Trail to discover the retail scene in Dublin.

The retail businesses on the trail love the awareness, foot traffic and sales generated by the more than 7,000 participants. "We are so happy to be a stop along the fairy door trail. It generates revenue and attracts new customers that would not have known about us otherwise" said Enas Lanham, owner of Toy Emporium in Historic Dublin.

"It's a great example of how Visit Dublin generates economic impact for the City."

Visit Dublin updates the trail annually and is always looking for ways to re-imagine the experience for repeat visitors. For example, this August, Visit Dublin partnered with the Dublin Irish Festival to offer a special Irish Faerie Door Trail as part of Dublin Irish Days. The trail included three outdoor doors, traditional Irish names for each door and a special festival prize for that week only.



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# Briefs

## DUBLIN HONORED WITH 6 PRISM AWARDS

Visit Dublin and the City of Dublin's Communication Team collectively won six PRism Awards from the Central Ohio Public Relations Society of America (PRSA) during a July 22 virtual award ceremony. Top corporations, agencies, nonprofit associations, colleges and other organizations across Central Ohio compete annually for the PRism Awards, which are designed to honor exceptional public relations activities from a diverse mix of businesses, industries and backgrounds throughout the region. Visit Dublin's awards included Dublin's E-Travel Club, Dublin Dreaming Facebook Live Series, the 6-ft. Gallery safety project and Dublin Digest newsletter.

## NEW MARKETING COORDINATOR JOINS STAFF

Join us in welcoming Visit Dublin's new Marketing Coordinator, Katie Thompson! Katie is a recent graduate of Kent State University where she studied Public Relations and Event Planning. Katie's most recent experiences include social media and marketing internships with Destination Grandview and The Grand Event Center. Katie is a Columbus native and will help to market Dublin through our social media channels, blog content, influencer relations and more. You can contact Katie at [Kthompson@visitdublinohio.com](mailto:Kthompson@visitdublinohio.com).



## For the Record...

Top Instagram Post  
Independence Day  
in Dublin



## LODGING TAX

Change

Year-to-Date Bed Tax Revenue .....-18%

## VISIT DUBLIN OHIO MEASURES

May/June Website Visits (% change YTD) .. +176%

Free Media Impressions (YTD) .....61,740,074

Facebook Fans (% change YTD)..... +15%

Twitter Followers (% change YTD) .....+1%

Instagram Followers (% change YTD) ..... +63%

YouTube Views (% change YTD).....+3%

## PARTNER PREVIEW: CLUSTER TRUCK

Visit Dublin's newest partner, ClusterTruck, is a pick-up/delivery-only "ghost kitchen" serving up a smorgasbord of flavors from around the world. If you're craving it, they probably have it! Enjoy more than 40 freshly prepared menu items and curbside delivery with no fees or order minimums. Just order from their website or app, select pick up or delivery, and relax. Receive 50 percent off your ClusterTruck order when you use the code HALFOFF. Valid only in Dublin delivery zone. One use per customer. Visit [clustertruck.com](http://clustertruck.com) to order today!

## IN-PERSON TRADESHOWS ARE BACK, GENERATING LEADS

Staff met with nearly 100 meeting planners at the annual Ohio Society of Association Planners (OSAP) Conference last week. The conference was in-person and provided ample opportunity to secure future association meetings and conferences to the City of Dublin. Staff will attend five additional tradeshow in 2021 including Connect, Small Marketing Meetings, SPORTS, Sports ETA and the U.S. Sports Congress to meet with meeting planners and sport events rights holders to secure new business and ultimately bring their events to Dublin.



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