

March/April 2023

Visit Dublin

DIGEST

News and Information from Visit Dublin Ohio

THE MEMORIAL TOURNAMENT PRESENTED BY WORKDAY SUPPORTS DUBLIN HOSPITALITY COMMUNITY

Events, Activations Brand City

“Visit Dublin utilizes the Memorial Tournament to promote the area during the event and to introduce all the city has to offer for future visits, meetings, relocations and more. The vibrancy the event brings to the city is undeniable.”

The creation of Muirfield Village Golf Club played a large role in Dublin’s growth as a city and the Memorial Tournament presented by Workday continues to play an important role for Dublin’s business and hospitality community. The event provides an opportunity to put Dublin on the world’s stage and to host guests and potential customers for a one-of-a-kind Dublin experience. This year’s event will be hosted May 29 - June 4 and will reach more than 233 countries and territories with more than 40 hours of live and taped media coverage.

Visit Dublin utilizes the Memorial Tournament to promote the area during the event and to introduce all the city has to offer for future visits, meetings, relocations and more. The vibrancy the event brings to the city is undeniable. Event attendees span beyond golf enthusiasts and the events that surround the Tournament offer even more opportunity to get the community, region, and visitors excited. The Memorial Tournament is committed to supporting Dublin hotels, hosting a large portion of media and sponsors in the city. Tournament week is consistently one of the top hotel occupancy weekends in Dublin.

Several events allow for even more exposure of Dublin and its amenities. The FORE! Miler presented by OhioHealth is a four-mile road race through Muirfield Village. Racers from all over the region come to celebrate the upcoming

Tournament and to race through the prestigious area. Fore!Fest was created in 2017 as a way to bring together the community once the golfers are off the greens. Live music, food trucks, local vendors and more line the streets of Bridge Park and draw crowds to Downtown Dublin. The free event showcases Dublin’s biggest attraction and drives traffic to local shops and restaurants.

You don’t have to go to the course to enjoy Memorial Tournament fun in Dublin. The entire Downtown area is dressed up in golf’s finest with larger-than-life wallsapes, street banners and graphics that create an immersive brand experience linking the Tournament to the Dublin community.

New this year, a temporary 9-hole disc golf course will be added to Riverside Crossing Park for residents and visitors to enjoy. The DryveBox Golf Simulator will be on-site for Fore!Fest where you can try out the game of golf for yourself. Four giant golf balls will be installed in Downtown Dublin to promote the Tournament and its charitable beneficiaries. The golf balls will create great photo opportunities to commemorate the Dublin experience.

The Downtown Dublin Strategic Alliance has created “The Dublin Cup”, a passport program that leads participants through Historic Dublin and Bridge Park to experience the golf activations and some of the best dining, shopping and activities the area has to offer.

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Briefs

ST. PADDY'S PUB CRAWL GENERATES RECORD SALES

After the success of the Ugly Sweater Holiday Crawl in Downtown, the Downtown Dublin Strategic Alliance created a St. Paddy's Pub Crawl to help bring awareness to the Downtown area and drive foot traffic to local businesses. The Downtown Dublin St. Paddy's Pub Crawl was held March 18th and included 16 stops on both sides of the river. More than 800 completed passports were returned and restaurants reported record traffic and sales from a single day.



SECURING NEW LEADS AT GROUP TOUR TRADESHOWS

Visit Dublin attended the Heartland Travel Showcase and the American Bus Association's National Conference meeting with more than 45 Bus Tour Operators from across the nation and securing new leads for Dublin hotels. New this year, staff sells and markets Dublin as a great location for Bus Tours during the Total Solar Eclipse coming in April of 2024. Dublin will be an ideal location for viewing since it's in the "Path of Totality." While many groups are working on trips for 2024, staff secured immediate business for this upcoming summer and fall.

NEW CELTIC COCKTAIL TRAIL DRIVING BUSINESS

The new version of the Celtic Cocktail Trail launched on March 11th with 17 participating Dublin restaurants that offer cocktails with an Irish twist. The updated pass is free and fully digital. Each Celtic Cocktail sampled earns users points to win prizes. The pass also offers exclusive deals on dining to passholders that can be redeemed for additional prize points. In the first two weeks since launch, the digital pass gained nearly 800 new passholders with more than 1,000 check-ins at participating restaurants. Each check-in indicates a cocktail or food purchase.

For the Record...

Top Instagram Post
St. Patrick's Day
Parade Week



LODGING TAX

Change
Year-to-Date Bed Tax Revenue +24%

VISIT DUBLIN OHIO MEASURES

Jan./Feb. Website Visits (% change YTD) +51%
Free Media Impressions (YTD) 248,399.490
Facebook Fans (% change YTD) +10%
Twitter Followers (% change YTD) -1%
Instagram Followers (% change YTD) +16%
YouTube Views (% change YTD) +166%

PARTNER PREVIEW: TWINKLE TOES NANNY AGENCY

Twinkle Toes Nanny Agency is Northwest Columbus' most convenient, affordable, and professional way to find your perfect nanny. Kristen, owner of Twinkle Toes Nanny, has worked in the childcare industry for more than 15 years with experience as a nanny, au pair, preschool teacher and most recently running a small daycare. Now, as a new mom, she understands how valuable a nanny is and how stressful it can be to find the right person to care for your children. Kristen's passion is to help both nannies and families find the right job for their needs. Twinkle Toes Nanny Agency is here to assist you in your search so you can spend more time with your family. Contact them at twinkletoesnanny.com or 380-201-8404.



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