

March/April 2024

# Visit Dublin

## DIGEST

News and Information from Visit Dublin Ohio

## THE "OTHER DUBLIN" CAMPAIGN PRODUCES 120 MILLION IMPRESSIONS

*Generates Awareness of Dublin, Ohio Worldwide*

*"There are a lot of great cities in the U.S. to celebrate St. Patrick's Day, and we think we're one of the best. We wanted to create a fun way to show off our Midwestern hospitality to our other Dublin friends."*

— Sara Blatnik

Visit Dublin's the "Other Dublin" campaign surpassed all goals generating more than 120 million media impressions worldwide. Outlets such as the *New York Post*, *Yahoo*, *Forbes* and *Irish Star* shared the news of the creative campaign inviting the Irish to Dublin, Ohio.

To generate awareness and attract visitors from Dublin, Ireland to the city in Ohio, Visit Dublin extended an especially warm invitation across the pond in the month of March - free pints of beer to any Dubliner who makes the 3,566 mile (or 5,738 km) trek from Ireland to the "other Dublin" from March 8-18. While in town, Dubliners could experience the St. Patrick's Day Parade, the Celtic Cocktail Trail, the St. Paddy's Day pub crawl and more.

Cheeky billboards were placed in high traffic areas in downtown Dublin, Ireland along with targeted digital ads that invited Dubliners to hop the pond for free pints and directed them to plan their visit at [OtherDublin.com](http://OtherDublin.com). With a new Aer Lingus

flight route that flies direct from Dublin, Ireland to Cleveland, Ohio, Visit Dublin thought this might be just the incentive needed to foster some cross-cultural connection.

"There are a lot of great cities in the U.S.

to celebrate St. Patrick's Day, and we think we're one of the best. We wanted to create a fun way to show off our Midwestern hospitality to our *other* Dublin friends," said Visit Dublin's Marketing Director Sara Blatnik.



Ten visitors from Ireland reached out to plan their trip and Visit Dublin welcomed them personally with Dublin branded swag and a tour of some of Dublin's top attractions.

The "Other Dublin" campaign was an earned media extension of Dublin's annual regional campaign to generate awareness and attract visitors to Dublin. The campaign was also recognized in various trade publications including *AdWeek* and *Ads of Brands* for creativity and exceptional destination marketing.

VISIT  
*Dublin*  
OHIO

[www.VisitDublinOhio.com](http://www.VisitDublinOhio.com)



# Briefs

## SOLAR ECLIPSE CROWDS FLOCK TO DUBLIN

On April 8, a once in a lifetime total solar eclipse caused 90 seconds of total darkness in Dublin in the middle of the day. Visit Dublin used the unique phenomena as an opportunity to promote the city and its amenities in a new way. The Dublin in the Dark brand was created for all Dublin eclipse events and activations and was adopted by the community. Visit Dublin also created an eclipse hotel package that included viewing glasses and access to an exclusive viewing area. More than 300 room nights were booked through the package. Visit Dublin also provided viewing glasses to several local businesses who created their own events and exclusive deals to create awareness and draw traffic during the event.



## NEW MERCH STORE LAUNCHED

Visit Dublin, in partnership with the City of Dublin, launched the Everything Dublin merchandise store on March 9th. One of the top visitor and resident inquiries is where to purchase Dublin apparel. The Everything Dublin merch store was created as a response and offers Dublin shirts, sweatshirts, water bottles, tote bags and more. Limited edition items such as the Dublin in the Dark eclipse t-shirt will be added throughout the year for special events around the city. To shop, visit [EverythingDublin.com](http://EverythingDublin.com).

## HEARTLAND TRAVEL SHOWCASE PRODUCES BUSINESS

Staff recently attended the Heartland Travel Showcase in South Bend, Indiana meeting with bus tour operators from around the region. Visit Dublin had 30 one-on-one appointments with tour operators to pitch all the group tour activities Dublin offers. The show has generated three new group bookings from Michigan, Illinois and Northeast Ohio with several other leads in process. Each booked tour brings up to 50 visitors to stay, shop, and eat in Dublin.

## For the Record...

Top Instagram Post  
The Dancing Hares



## LODGING TAX

Change  
Year-to-Date Bed Tax Revenue ..... +16%

## VISIT DUBLIN OHIO MEASURES

Mar./Apr. Website Visits (% change YTD).....+1%  
Free Media Impressions (YTD) ..... 743,508,910  
Facebook Fans (% change YTD).....+8%  
Twitter Followers (% change YTD) .....+1%  
Instagram Followers (% change YTD) ..... +38%  
YouTube Views (% change YTD).....+3%

## PARTNER PREVIEW: MODERN MALE

Modern Male is celebrating 20 years of business in Dublin! Modern Male is a leader in men's hair design, massage therapy, skin care, nail care and body waxing and is located in Historic Dublin. They offer a higher standard of personal grooming in an environment designed for today's man. The salon and spa also has a full bar with beer, wine and spirits for your pleasure, so come early or stay late! Visit Modern Male at 24 Darby St. or book your next service at [modernmalespas.com](http://modernmalespas.com).



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