

MARCH/APRIL 2025



Visit
Dublin
OHIO

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St. Patrick's Day Success: Driving Buzz, Business & Community Pride

From amplifying media exposure to driving business to local storefronts, Visit Dublin's efforts this St. Patrick's Day not only celebrated the spirit of the holiday but delivered measurable impact across the community.

St. Patrick's Day presents a major opportunity to shine a spotlight on Dublin, Ohio. This year, Visit Dublin's efforts focused on supporting and engaging the community, elevating local businesses, and generating buzz across the region and beyond. From strategic media outreach to fun, engaging activations, every effort helped reinforce why Dublin is the ultimate place to celebrate St. Patrick's Day.

Visit Dublin leveraged the global appeal of St. Patrick's Day to secure significant earned media coverage, resulting in features across eight broadcast segments and 25 online outlets, including local, regional, and national media. This coverage helped raise awareness of Dublin while positioning the city as a must-visit destination for March celebrations.

Visit Dublin launched its first-ever "Luckiest Pat" social media campaign, inviting followers to tag someone named Pat, Patrick, Patty, or Patricia. The campaign generated 300 tagged entries, 500 public votes, and more than 72,000 organic views, and was highlighted in several media outlets. The winner joined the excitement by walking

in the St. Patrick's Day Parade, creating a memorable moment for the community.

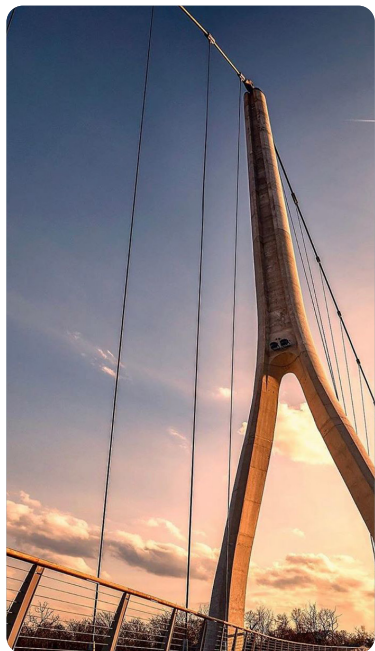
The Downtown Dublin Strategic Alliance hosted the 3rd annual Downtown Dublin St. Paddy's Pub Crawl on March 15th after the St. Patrick's Day Parade. The passport-style event featured 16 Downtown Dublin businesses and a chance to win a grand prize. More than 1,500 passports were distributed with more than 600 completed

passports returned for a chance to win. Several participating bars and restaurants reported record crowds.

Visit Dublin also promoted signature Irish-themed experiences, including the Irish Fairy Door Trail and Celtic Cocktail Trail, which saw increased activity over the holiday weekend. These year-

round experiences continue to generate foot traffic and sales for local businesses and encourage visitors and locals to dine, shop, and celebrate right here in Dublin.

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BRIEFS

Dublin Athletic Complex Becomes a Reality

Sports Facilities Companies (SFC) have been chosen to manage the City's new SportsOhio Complex. With the addition of Darree Fields, the complex is the third largest in the nation behind only Grand Park in Westfield, Indiana and Mesa, California. Visit Dublin Staff are collaborating with the city and SFC to establish the facility as a premier sports destination attracting world-class events and revenue for the City of Dublin. SportsEvents Media Group's Reader's Choice Awards just named its annual Top 10 U.S. athletic facilities – The Sports Facilities Companies manages 7 of the Top 10.

Celtic Cocktail Trail Features 19 Dublin Businesses

The 2025 Celtic Cocktail Trail features 19 local bars and restaurants offering unique, Irish-themed cocktails and exclusive discounts. The trail features a new T-shirt and bottle opener as prizes with four new stops. In 2024, the pass had more than 1,000 sign-ups and more than 2,200 cocktails purchased at local businesses. Since the 2025 pass launched on March 1, there are nearly 500 pass signups and more than 600 cocktails purchased. The digital pass is available year-round round and free to sign up.



FOR THE RECORD

Top Instagram Post

Patrol Robots



Lodging Tax

Year-to-Date Bed Tax Revenue (change).....+12%

Visit Dublin Ohio Measures

Jan./Feb. Website Visits (% change YOY) -27%

Free Media Impressions (YTD)..... 1,767,122,186

Facebook Fans (% change YOY) +7%

TikTok (% change YOY) +12%

Instagram Followers (% change YOY) +25%

YouTube Views (% change YOY) +2%

Partner Preview: Dave and Busters

Located just minutes from Dublin, Dave & Buster's is the ultimate spot for food, drinks, and fun under one roof. With a massive arcade, interactive games, big-screen TVs for sports fans, and a full-service restaurant and bar, it's perfect for date nights, group outings, or family fun. Whether you're battling it out in a virtual race or enjoying wings and a cold drink, Dave & Buster's delivers high-energy entertainment for all ages. Visit them at 3665 Park Mill Run Dr. Hilliard, Ohio or www.daveandbusters.com.

Hospitality Industry Members Join Visit Dublin Board

Visit Dublin's Board of Directors announced two new members at the February meeting. Rachel Stuart, Regional Director of Hotel Sales at the Embassy Suites Columbus Dublin, was named hotel representative, and Deniz Akyuz, General Manager of the AC Hotel Columbus Dublin, was named the other hotel representative. Additional Board of Directors include Dave Cecutti, Gerrilyn Rozich, Jeff Kasler, Tim Lecklider, Meghan Kwast, David Babner, Dustin Snow, Ian Montgomery, Jessica Rexer, Dr. William Burke, Dr. John Marschhausen, Sharon Baker Magee, Betty Clark, Heather Ditty, Nicolle Gomez Racey, Clay Rose, Craig Baldridge, Lindsay Weisenauer, Eric Belfrage and Scott Dring.



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