

March/April 2022

Visit Dublin

DIGEST

News and Information from Visit Dublin Ohio

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THE RETURN OF ST. PATRICK'S DAY CREATES PROMOTIONAL OPPORTUNITIES

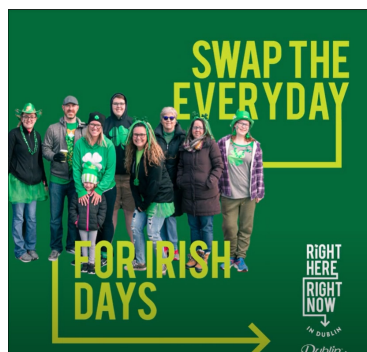
42 Million Earned Media Impressions Secured

The return of St. Patrick's Day events created a great opportunity for Visit Dublin to market the city throughout Ohio, regional drive markets and across the United States. Each year, St. Patrick's Day events bring attention to the City that allows for more storytelling about all Dublin has to offer.

More than 42 million media impressions with national, regional and local media were generated leading up to St. Patrick's Day. Media hits included a national feature in *Forbes*, inclusion in several Ohio regional magazines and online outlets and broadcast features in Cincinnati and Cleveland. Coverage included everything from events and Dublin's Irish roots to year-round experiences found only in Dublin.

The first phase of Visit Dublin's regional campaign was launched prior to St. Patrick's Day to capitalize on the return of community events that visitors could make into a weekend getaway. A two-week flight of paid social advertisements on Facebook and Instagram resulted in 220,000 impressions and 1,100 clicks to more information on VisitDublinOhio.com. Visit Dublin has created Irish-themed

attractions that are available to visitors and residents year-round to enhance the visitor experience and support Dublin's hospitality industry. The St. Patrick's Day holiday is the perfect time to promote these experiences, getting users excited to participate and keeping visitors and their travel dollars in Dublin.



The popular Irish Fairy Door Trail was updated with new stops, new fairies, and a new t-shirt prize just in time for St. Patrick's Day. The trail leads participants to eleven unique retailers in Downtown Dublin to hunt for tiny fairy doors. To promote the trail, Visit Dublin hosted nine local influencers and their families to experience the re-vamped

trail and share the experience with their large audiences. The event generated more than 90,000 impressions in one day on Instagram alone.

The Celtic Cocktail Trail continues to grow with three new stops including Kona Craft Kitchen, 1487 Brewery and Getaway Brewing Co. With more than 2,000 passholders, the trail has resulted in more than 3,500 redemptions and tens of thousands of dollars in economic impact for the 19 participating restaurants. Promotional text messages were sent on St. Patrick's Day to remind participants to visit Dublin restaurants.

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Briefs

CAMPAIGN GENERATES OFF-SEASON BUSINESS

To increase awareness of Dublin as a winter destination and inspire shoulder season visits, Visit Dublin executed a digital content activation campaign to promote winter happenings and activities in Dublin. The campaign ran from November through mid-February on Facebook and Instagram and included native digital ads. The campaign resulted in 1.5 million impressions and more than 34,000 visits to winter content on VisitDublinOhio.com.

LEGOLAND CREATES DUBLIN LINK

In a unique partnership with LEGOLAND Discovery Center Columbus, Visit Dublin worked with Master Model Builder, Maxx Davidson, to create a replica of the Dublin Link pedestrian bridge made fully out of 2,000 LEGO bricks. The project provided a one-of-a-kind promotion for LEGOLAND and Visit Dublin and offers an ongoing presence in Dublin for a large attraction partner. The LEGO Link will be permanently displayed in the Dublin Visitor & Information Center for residents and visitors to enjoy.



SHORT VIDEO STRATEGY PAYING OFF

With the rise of TikTok, almost every social media platform is prioritizing the use of short form video content. From Instagram Reels to YouTube Shorts, video continues to be one of the most engaging types of content. Visit Dublin has focused on creating and posting these 60-second or less videos to promote partner business, outdoor activities, Visit Dublin offerings and more. Year to date, Visit Dublin has shared 19 videos across platforms that have reached more than 150,000 organic impressions on Instagram alone.



For the Record...

Top Instagram Post
Dublin Link on
St. Patrick's Day



LODGING TAX

Change
Year-to-Date Bed Tax Revenue +106%

VISIT DUBLIN OHIO MEASURES

Mar./Apr. Website Visits (% change YTD).....-17%
Free Media Impressions (YTD)48,974,849
Facebook Fans (% change YTD)..... +10%
Twitter Followers (% change YTD)+2%
Instagram Followers (% change YTD) +31%
YouTube Views (% change YTD).....+3%

PARTNER PREVIEW: KONA CRAFT KITCHEN + BAR

Downtown Dublin's newest restaurant is ready to serve morning, noon and night! Inspired by the islands of Hawaii, Kona Craft Kitchen + Bar not only features a menu full of items crafted in their scratch kitchen, but pastries made fresh daily, handcrafted cocktails and a full slate of artisan 100 percent Kona coffee. With a gorgeous bar, creative cuisine and one-of-a-kind coffee menu, Kona is the kind of place you can visit for any occasion. Stop by for the freshest menu in town at 6757 Longshore Street or check them out at konacraftkitchen.com.



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