

March/April 2021

# Visit Dublin

## DIGEST

News and Information from Visit Dublin Ohio

*“In conjunction with the City of Dublin events, creating a variety of unique ways to celebrate resonated with local, regional and national media.”*

## A SOCIALLY DISTANCED ST. PATRICK'S DAY IN DUBLIN

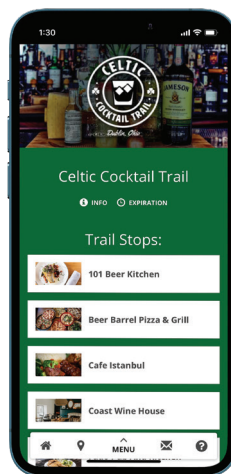
*Adapted Events, Activities Generate News & Excitement in Dublin*

After a year without St. Patrick's Day celebrations, Dublin residents and visitors were anxious to celebrate in 2021. With health orders and gathering limitations still in place, Visit Dublin and their community partners planned a series of socially distanced events and activities to allow for safe, in-person or at-home celebrations.

Visit Dublin overhauled its popular Celtic Cocktail Trail passport program and partnered with Bandwango to create a new digital Celtic Cocktail Trail pass. The trail includes 18 Dublin restaurants offering cocktails with an Irish twist. Visit 6 and redeem a koozie, visit 12 and redeem an exclusive Celtic Cocktail Trail t-shirt. The new touchless pass is mobile exclusive and is instantly delivered via text and email. The digital pass launched for St. Patrick's Day and has resulted in more than 1,000 sign ups and created a safe, fun way to celebrate St. Patrick's Day and support local businesses.

The Irish Fairy Door Trail was revamped as well, adding new stops, fairy names, and prizes to allow for small groups to visit the unique retail shops in Downtown Dublin. North Market Bridge Park was added as the newest stop. Trail completions have surpassed pre-pandemic levels by 34 percent.

Visit Dublin collaborated with Dublin Arts Council to bring back the popular 6-ft. Gallery street decals that feature local artists and reinforce social distancing urging visitors to “Stay Three Paintings Apart”. This self-guided street gallery featured four local artists and Irish themed paintings throughout Downtown Dublin during the month of March.



In conjunction with the City of Dublin events, creating a variety of unique ways to celebrate resonated with local, regional and national media. Each in-person activity or event was paired with a way to celebrate at home. Stream old St. Patrick's Day Parades on Visit Dublin's YouTube page, listen to the Socially Distanced St. Patrick's Day Spotify playlist or make your own Celtic Cocktails were just a few ways those who weren't ready to travel could participate in Dublin's celebration.

Dublin made headlines for the safe activities and activations created for St. Patrick's Day. Nearly 40 million earned media impressions were generated in local, regional and national publications featuring Dublin's reverse parade, 6-ft. Gallery, Celtic Cocktail Trail digital pass and Irish Fairy Door Trail as THE way to celebrate while socially distancing. Placements included *Forbes*, *Midwest Living*, *FOX8 Cleveland*, *Red Tricycle*, *Ohio Magazine* and many more.

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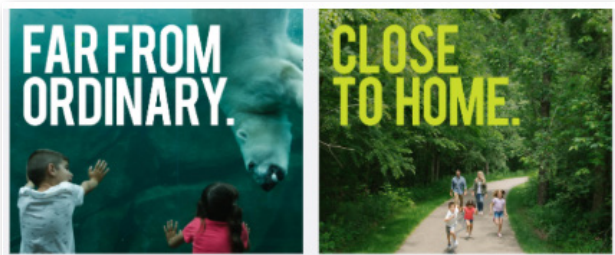
# Briefs

## MEETINGS & GROUP MARKET OUTLOOK LOOKS PROMISING

While sporting events have picked up to pre-pandemic levels, corporate meetings and groups continue to work toward recovery with several smaller meetings such as the Aquatic Council Board Meeting booking in Dublin and several larger meetings rebooking for late summer to early fall of 2021. Group Tours have started to travel again including two tours visiting Dublin this May from Illinois and New Hampshire that will stay two nights in Dublin hotels and visit several Dublin restaurants, shops and attractions. Visit Dublin Sales Staff continues to mine for new business for hotels and meeting venues through virtual events and past event contacts.

## LOCALS RECOGNIZED FOR "FAR FROM ORDINARY" ACTS

Visit Dublin is partnering with Dublin Arts Council to extend the "Far From Ordinary, Close to Home" digital campaign by recognizing local residents, businesses and organizations who have done far from ordinary things over the past year. Four individuals will be turned into "Far From Ordinary Heroes" created by illustrator, Stephen Harding. The campaign aims to activate the Dublin community and share uplifting tales of community spirit, innovation, and comradery to show the world how special the Dublin community is. Residents and visitors will have the opportunity to share their own far from ordinary stories and individuals they would like to spotlight.



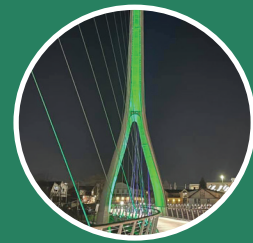
## MEET VISIT DUBLIN'S NEWEST BOARD MEMBER, RON JORDAN

The Visit Dublin Board of Directors have appointed Ron Jordan, CEO of Jordan Hospitality Group, as the new restaurant/retail board representative. Born and raised in Columbus, Ron continues his family tradition of successful entrepreneurship. Approaching his ten-year anniversary as CEO of Jordan Hospitality Group, Ron has successfully grown the portfolio of restaurants; including a national QSR brand and Hen Quarter, with several other exciting concepts on the horizon. Ron previously spent time as the VP of Retail for the partner company, Thompson Hospitality—the largest minority-owned food and facilities management company in the U.S. He's garnered awards from Smart Columbus, Columbus Monthly, Central Ohio Honors, and more.



## For the Record...

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



## LODGING TAX

Change  
Year-to-Date Bed Tax Revenue .....-61%

## VISIT DUBLIN OHIO MEASURES

Jan./Feb. Website Visits (% change YTD) ..... +25%  
Free Media Impressions (YTD) .....47,537,291  
Facebook Fans (% change YTD)..... +16%  
Twitter Followers (% change YTD) .....+1%  
Instagram Followers (% change YTD) ..... +61%  
YouTube Views (% change YTD).....+4%

## PARTNER PREVIEW: CHRIS ANDERSON RE/MAX

A Dublin High School graduate and long-time Dublin resident, Chris Anderson has spent 20 years in Central Ohio real estate. As a member of the Columbus Realtors \$25 Million Club, Current President of the Greater Worthington Area Realty Association and former President of the Powell Realty Association, Chris would love to help you buy your next dream home. Central Ohio is experiencing some of the lowest inventory numbers on record creating great offers for sellers. Contact Chris for your real estate needs at (614) 563-HOME or visit ChrisSellsColumbus.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."**