

May/June 2023

Visit Dublin

DIGEST

News and Information from Visit Dublin Ohio

"YOU'RE IN LUCK" 2023 REGIONAL CAMPAIGN LAUNCHES

30 Million Impressions in Drive Markets

“The campaign tagline, “You’re in Luck”, positions Dublin as a true hidden gem and the lucky break for busy millennials looking to get out of town for a little adventure.”

With peak travel season upon us, Visit Dublin launched its annual regional campaign to attract visitors and their travel dollars to Dublin. With the goal of reaching 30 million digital impressions, the campaign will increase awareness and inspire travelers to visit Dublin for the perfect weekend getaway.

Through market research and brand strategy workshops, it was discovered that the number one barrier to visitation was “unaware of things to do” and that when people do visit Dublin, “it’s more fun than they expected.”

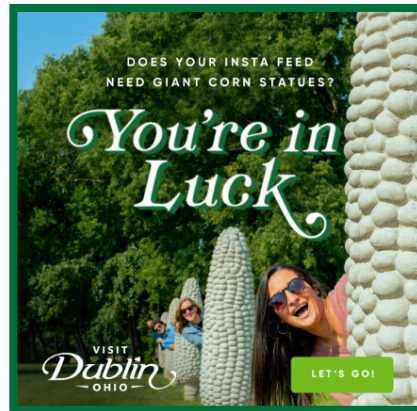
The campaign focuses on key Dublin experiences and iconic assets such as outdoor adventure,

Downtown Dublin and the Columbus Zoo & Aquarium. Using a video first approach, the promotion uses rich storytelling to bring Dublin experiences to life. Each theme and accompanying creative assets show the wide variety of things to do in Dublin beyond iconic events.

The campaign targets busy, young, Midwest families looking for an easy weekend getaway that is within a three-hour driving radius of Dublin. Cincinnati, Cleveland, Detroit, Indianapolis, and

Pittsburgh are the top target markets for paid advertising with an extended reach with social content and earned media opportunities. These people are hassle-free travelers who are looking to gain new experiences, escape from their normal routine and spend time with the people they care about.

The campaign tagline, “You’re in Luck”, positions Dublin as a true hidden gem and the lucky break for busy millennials looking to get out of town for a little adventure. The creative platform works to increase awareness and visitation of Dublin with leisure travelers by showing everything there is to do.



The campaign content is being promoted with a combination of paid social, digital display advertising, Pinterest ads and YouTube video ads through August. An earned media campaign will be launched in late summer to support the overall campaign.

The second flight of the campaign will run through October and promote the shoulder season and holiday experiences to drive visitors to Dublin during lower hotel occupancy months.

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Briefs

MEMORIAL ACTIVATIONS BRING ATTENTION BEYOND EVENT

The Downtown Dublin Strategic Alliance brought back The Dublin Cup passport program to celebrate the Memorial Tournament presented by Workday and encourage visitors and residents to experience all Bridge Park and Historic Dublin have to offer during Tournament time. Participants were encouraged to visit or complete 9 of the 18 stops in Downtown Dublin to redeem a Tournament koozie and enter to win the grand prize package. Visit Dublin also partnered with the Memorial Tournament presented by Workday and Bridge Park to create a 6-foot in diameter golf ball in the pocket park in Bridge Park. The installation celebrated the Tournament and all things golf in Dublin while offering a fun photo opportunity for residents and visitors.



AUDIOEYE MAKES WEBSITE MORE ACCESSIBLE

Visit Dublin added the AudioEye Ally Toolbar to VisitDublinOhio.com to improve website accessibility and make Dublin resources available to all. AudioEye removes barriers potentially impeding access for individuals of varying abilities and maintains substantial conformance with ADA-related guidelines and best practices. The AudioEye Ally Toolbar is available through a recognizable accessibility icon that appears in the bottom corner of our website. As many as one in five users could benefit from this assistive technology.

DUBLIN ROCKS PRISM AWARDS

Dublin brought home six PRism Awards from the Central Ohio Public Relations Society of America (PRSA) honoring exceptional public relations activities from a diverse mix of businesses, industries, and backgrounds. Visit Dublin's Awards included Prism Awards for Visit Dublin Ohio Blog, E-Newsletter and Dublin Digest Newsletter, and Awards of Excellence for Dublin Destination Guide, Influencer Campaign, and Creative Tactic: LEGO Link. The City of Dublin also earned two awards for feature print placements and their new website redesign.



For the Record...

Top Instagram Post
The Dublin Market
Vendors



LODGING TAX

Change
Year-to-Date Bed Tax Revenue +20%

VISIT DUBLIN OHIO MEASURES

March/April Website Visits (% change YTD) +39%
Free Media Impressions (YTD) 319,999,161
Facebook Fans (% change YTD).....+8%
Twitter Followers (% change YTD) -1%
Instagram Followers (% change YTD) +30%
YouTube Views (% change YTD)..... +82%

PARTNER PREVIEW: FLOURISH BOUTIQUE

Flourish Boutique has been the place for comfortable, affordable, and quality women's clothing since 2016, and they keep bringing out the hits! The Bridge Park store opened in 2022 and they meticulously source their fashion from brands that are classic while remaining on trend. Visit their stores located in North Central Ohio, or order online for items to be delivered to your door. Visit Flourish at 4544 Bridge Park Ave or at flourish-boutique.com.

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