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Visit Dublin

DIGEST

News and Information from Visit Dublin Ohio

NEW ART IN PUBLIC PLACES PASS ENCOURAGES EXPLORATION

Visit Dublin Continues to Invest in New Visitor Experiences

The fully digital pass leads users to 12 must-see public art installations where they can listen to artist inspiration, check-in at the site, and earn points to redeem a public art themed sticker pack created by local artist, Bryan Moss.

Visit Dublin launched an Art in Public Places Pass in partnership with Dublin Arts Council in May. The fully digital pass leads users to 12 must-see public art installations where they can listen to artist inspiration, check-in at the site, and earn points to redeem a public art themed sticker pack created by local artist, Bryan Moss. In the first month, the pass has gained more than 300 passholders.

The Art in Public Places Pass is the newest addition to Visit Dublin's experiences that aim to enhance the Dublin experience and encourage visitors to stay longer and residents to patronize Dublin businesses and amenities more frequently. The passes offer a fun and interactive way to explore all Dublin has to offer.

The Art pass is the third Dublin-based experience pass created by Visit Dublin and available to residents and visitors. The first pass, the Celtic Cocktail Trail, was created to help drive traffic to local businesses and offer a bit of Irish to visitors looking for some themed fun. Now in its fourth year, the pass leads users to 17 different Dublin bars and restaurants to sample Irish-themed cocktails and redeem exclusive discounts and offers. Complete

three stops to win a commemorative koozie and 10 stops to win a Celtic Cocktail Trail t-shirt.

The Dublin Park Pass in partnership with OhioHealth was launched two years ago during National Parks and Recreation Month and serves as a resource and guide

to Dublin's 60+ parks. Users can find which parks have common amenities like playgrounds and restrooms along with Dublin's unique park attributes like

historical assets and waterfalls. The Park Pass encourages exploration of Dublin's green space and offers a challenge to visit them all. The 2024 pass will offer a belt bag prize with sunscreen and suncare information from OhioHealth.

All passes are fully digital and delivered via text and email upon sign up. They can be saved directly to the home screen of any smartphone for easy access. This year, the three digital passes collectively have nearly 3,000 passholders.

Visit Dublin plans to continue building upon these experiences annually while adding new products and activities to drive visitation and economic impact for the City.



Briefs

VISIT DUBLIN TAKES HOME "BEST OF SHOW"

The Central Ohio Public Relations Society of America (PRSA) recognized Visit Dublin with six PRISM Awards and its Best of Show, given to the best submission from nearly 1,000 entries. Best of Show was awarded for the Downtown Dublin St. Paddy's Pub Crawl with other awards being Influencer Relations, E-newsletter, Blog, Newsletter and Best Use of Instagram. Staff competed against corporations, agencies, associations, colleges, destinations and others across the region.



MEMORIAL TOURNAMENT ACTIVATIONS FEATURED PASSPORT, GIANT GOLF BALL

The Dublin Cup: Play 9 passport program was available the month leading up to the Memorial Tournament presented by Workday and led participants to 18 businesses and activities in Downtown Dublin. Participants who completed 9 of the 18 stops could return their passport for a chance to win a summer in Dublin prize package. The giant Visit Dublin golf ball statue returned to Bridge Park between Fado and Cap City as a great photo opportunity for those visiting for the Tournament. Anyone who posted a photo with the ball and tagged Visit Dublin was entered to win Dublin swag.

NEW HISTORIC DUBLIN WALKING TOUR GUIDE RELEASED

Visit Dublin and the Dublin Historical Society released a new self-guided walking tour that leads visitors and residents through Historic Dublin to visit historical points of interest. The brochure, which is free and available at the Dublin Visitor & Information Center, features a map with facts on the city's rich history, historical images, tips on how to best experience the area, and more. The new tour will be a great resource for visitors and residents to explore the area, especially with the new history museum opening in Historic Dublin this fall.

For the Record...

Top Instagram Post
Northern Lights at
the Dancing Hares



LODGING TAX

Change
Year-to-Date Bed Tax Revenue +15%

VISIT DUBLIN OHIO MEASURES

Mar./Apr. Website Visits (% change YTD)..... +18%
Free Media Impressions (YTD) 2,216,498,980
Facebook Fans (% change YTD).....+7%
X Followers (% change YTD)+1%
Instagram Followers (% change YTD) +23%
YouTube Views (% change YTD).....+3%

PARTNER PREVIEW: FOX IN THE SNOW

Fox in the Snow Cafe is a bakery, coffee shop serving up rustic-style baked goods and hand-poured drinks out of four quaint shops in the Historic Dublin, Italian Village, German Village, and New Albany neighborhoods of Columbus. Try their world-famous Souffled Egg Sandwich that's been ordered by half a million customers or "The Best Cinnamon Roll in Ohio" according to Eat This Not That. Visit Fox in the Snow during your next visit to Historic Dublin at 38 West Bridge Street or foxinthesnow.com.



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