

MAY/JUNE 2025



Visit
Dublin
OHIO

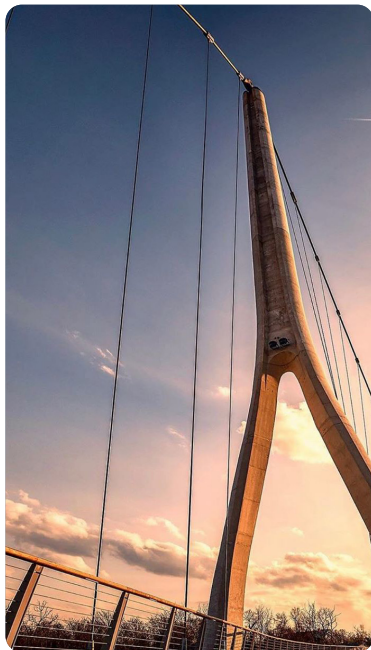


1ST
DUBLIN

“Don’t Plan a Trip to Dublin” Regional Campaign Launches

50 Million Impressions in Drive Markets

The campaign focuses on key Dublin experiences and iconic assets such as outdoor adventure, a thriving arts scene, safety and walkability, world-class dining and Downtown Dublin.



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 surpassing 50 million impressions in drive markets, 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 one barrier to visitation is the hassle of trip planning. Plane tickets, car rentals, parking—planning your own trip can be daunting. Throw a couple kids into the mix and it’s basically impossible. Luckily, you don’t have to worry about all that stuff with a getaway to Dublin, Ohio. Convenient accommodations and affordable family fun are just part of the package. That insight inspired the campaign’s headline message: “Don’t Plan a Trip to Dublin, Ohio. Just Go.”

The campaign focuses on key Dublin experiences and iconic assets such as outdoor adventure, a thriving arts scene, safety and walkability, world-class dining and Downtown Dublin. The imagery is coupled with pre-made itineraries based on interest to offer ease and cut out the planning phase. Using a video first approach,

the promotion uses rich storytelling to bring Dublin experiences to life.

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, Lexington, 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 make new memories, escape from their normal routine and spend time with people they care about.

The “Don’t Plan a Trip to Dublin, Ohio. Just Go.” creative platform works to increase awareness and visitation of Dublin with leisure travelers by showing all the ease and convenience of Dublin and the experiences offered.

The campaign content is being promoted with a combination of paid social on Meta platforms, paid search, TripAdvisor digital display advertising, and YouTube video ads through August.

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



www.VisitDublinOhio.com



BRIEFS

Play 9 Initiative Engages Residents, Visitors

Leading up to the Memorial Tournament, the Downtown Dublin Strategic Alliance launched Play 9: The Dublin Cup, a tournament-themed activation that led participants to nine Downtown Dublin golf-themed products and experiences. Nine pin flags were set up around town to identify each stop. The passport-style program ran from May 19 through June 2 with a chance to win four tickets to the 2026 Memorial Tournament. The giant Visit Dublin golf ball statue at Bridge Park was one of the stops on Play 9 and served as a great photo opportunity. Nearly 100 completed passports were returned in the two-week period.



Inaugural Visit Dublin Tourism Scholarship Awarded

Dublin City Schools, in partnership with Visit Dublin, launched the new Dublin Travel and Tourism Academy this year as part of the school's Academy offerings. The Academy was one of the first of its kind in the nation that educates and offers hands-on experiences in the hospitality industry to high schoolers. Visit Dublin also awarded its inaugural Scholarship to Curtis McCullom, a senior at Dublin Coffman High School attending Eastern Kentucky University in Golf Professional Management. Enrollment for the 2026 Academy program has already doubled in size!

FOR THE RECORD

Top Instagram Post

Dublin's Best Happy Hours



Lodging Tax

Year-to-Date Bed Tax Revenue (change).....+5%

Visit Dublin Ohio Measures

Mar./Apr. Website Visits (% change YOY)-42%

Free Media Impressions (YTD)..... 1,773,732,356

Facebook Fans (% change YOY) +7%

TikTok (% change YOY) +21%

Instagram Followers (% change YOY) +28%

YouTube Views (% change YOY) +2%

Partner Preview: Pet Wants

Historic Dublin has a new top dog! Pet Wants brings fresh, small-batch pet food, healthy treats, and natural care products to the heart of Historic Dublin. Their proprietary recipes are free from added sugars, corn, animal by-products, wheat, soy, and dyes—offering a healthier, more nutritious option for your furry friends. Stop by to spoil your furry friend with wholesome, locally made goodies! Their knowledgeable team is ready to help you find the perfect nutrition and care for your pet. Visit them at 52 S. High St. or online at petwantsdublin.com.

Visit Dublin Honored with National Tourism, PR Awards

Visit Dublin was recognized for its excellence in tourism marketing, earning the prestigious eTSY Award for its bold and engaging “The Other Dublin” campaign—named one of the most innovative travel marketing efforts in the U.S. and Canada. The team also took home nine PRism Awards from the Public Relations Society of America (PRSA), competing against top agencies, corporations, and universities across the region. Winning projects included Visit Dublin Week, Year in Review, “You’re in Luck” video, Visit Dublin Rebrand, Instagram Reels, Destination Guide, E-Travel Club, Website, and Blog. These honors highlight Visit Dublin’s creative leadership and ongoing commitment to promoting the city as a top destination.



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