

May/June 2022

Visit Dublin

DIGEST

News and Information from Visit Dublin Ohio

“Half of social media users prefer video over other types of content and 85 percent of social media users want more videos from brands.”

Visit Dublin's newest video series has already earned more than 40,000 views. The "Only in Dublin" series features brief videos with the goal of showcasing local restaurants, shops, attractions and more that can be found only in Dublin and serve as a discovery tool for visitors and residents looking for things to do in Dublin.

Dublin's small business have stories that go far beyond the product they sell. How did they get started? What is it like to work at your family business? How do you make that by hand? Only in Dublin takes viewers behind the scenes to uncover the hidden gems that call Dublin home.

Video content is a key driver of traffic across social media. According to Hootsuite, the number of daily videos produced on Instagram has quadrupled in the last five years, and YouTube users watch more than a billion hours of content every day. Half of social media users prefer video over other types of content and 85 percent of social media users want more videos from brands. These stats guided the strategy for creating a monthly video series.

Visit Dublin partnered with 614 Media to bring this project to life and help grow awareness in Central Ohio with their extended reach. The series host, Khadijah Amarie, visits each business

and meets with the people that make these places so special. The videos give small businesses a platform to share their story with Visit Dublin audiences and arm them with an additional tool to promote themselves. Getaway Brewing Co. uses their episode on their website to give their

guests an inside look at the taproom, their beverage program and why they started the business.

More importantly, it's generating business, awareness and foot traffic for those being highlighted.

Partner businesses such as Vincenzo's and Our

CupCakery cited increased business after their respective videos aired. "We loved being featured in the Only in Dublin series! We saw customers in the coming days and weeks that mentioned the video as motivation for their visit. This free promotion is invaluable to our family-owned business" said Linda Kick, owner of Our CupCakery in Historic Dublin. That direct feedback from Dublin small businesses with real examples of dollars being generated and the return of investment is an important metric for any Visit Dublin initiative.

Episodes are released monthly via Visit Dublin social media channels. Some of the featured businesses include Coast Wine House, The Abbey Theater, Dublin Village Tavern, The Morgan House and more. You can see each of the episodes and their accompanying blog post at VisitDublinOhio.com/only-in-dublin.



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Briefs

DOWNTOWN ALLIANCE COLLABORATES DURING MEMORIAL

The Downtown Dublin Strategic Alliance created a one-week passport program to drive Memorial Tournament traffic to Downtown Dublin businesses. #TheDublinCup Play 9 passport included 18 holes (businesses and activities) for participants to enjoy during Tournament week. Visitors and residents were directed to Play 9 of the 18 and win an exclusive Memorial Tournament prize that could be picked up at the Golf Shop on Bridge Park Ave. The Alliance continues to collaborate to market and sell Historic Dublin and Bridge Park as one world-class destination.

DUBLIN FEATURED AT OHIO TOURISM DAY

Visit Dublin represented all of Dublin's hospitality industry during Ohio Tourism Day on May 11th. Joined by hundreds of other destinations, attractions and events on the Ohio Statehouse lawn, Ohio Tourism Day is a celebration of Ohio's tourism industry and provides and opportunity for consumers to plan their Ohio vacations. Visit Dublin kicked off the day with a Good Day Columbus interview and had Irish dancers performing at the booth to promote the 35th Anniversary of the Dublin Irish Festival and all the events happening in Dublin this summer.



For the Record...

Top Instagram Post
Spring blooms in Dublin



LODGING TAX

Change

Year-to-Date Bed Tax Revenue +91%

VISIT DUBLIN OHIO MEASURES

May./June Website Visits (% change YTD) ... +39%

Free Media Impressions (YTD) 73,003,558

Facebook Fans (% change YTD) +11%

Twitter Followers (% change YTD) +3%

Instagram Followers (% change YTD) +26%

YouTube Views (% change YTD) +51%

PARTNER PREVIEW: URBAN AIR ADVENTURE PARK

Looking for a place to entertain the kids this summer? Look no further than Urban Air Trampoline and Adventure Park! Urban Air is the ultimate indoor adventure park and a destination for family fun. The park features attractions perfect for all ages and offers the perfect setting for unforgettable kids' birthday parties, exciting special events and family fun. Experience the trampoline park, ropes courses, climbing walls, a drop zone and much more. Visit Urban Air at 7679 Plain City-Dublin Rd. or at urbanair.com.

SPORTS THRIVE IN DUBLIN

Sporting events and leisure travel continues to dominate the majority of Dublin hotel stays. In May, Ohio Middle School Lacrosse Tournament, SAFECON, Starburst Soccer and Wayne Williams Baseball Tournament attracted more than 1,000 teams to Dublin and generated millions of dollars for Dublin's hotels, restaurants and local economy. Staff met with numerous national sporting events searching for locations to host their future events at the recent SportsETA Show. Some of those events interested in Dublin included the U.S. Flag Football League, U.S. Australian Football League, USA Ultimate (Frisbee Football) and others. Visit Dublin and the Union County CVB have created a unique partnership to bid on the 2023 USA BMX Nationals event. The event is large enough to attract visitors to Dublin hotels, restaurants and attractions.



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