

November/December 2023

Visit Dublin

DIGEST

News and Information from Visit Dublin Ohio

UNVEILING EXCELLENCE

Visit Dublin's Inaugural Voters' Choice Awards Celebrate Community Favorites

“The tremendous response and enthusiasm for the new award program further reinforced how passionate residents and visitors are about the City of Dublin's Hospitality Industry.”

— Scott Dring

More than 120 Dublin entities were nominated with more than 10,000 votes cast from residents and visitors as part of Visit Dublin's first-ever Dublin Voters' Choice Awards designed to recognize and celebrate the best of the best in the city.

The contest offered the opportunity for voters to spotlight their favorite businesses, events, and attractions that make Dublin a truly exceptional place. Visit Dublin launched nominations in September during Visit Dublin Week and daily voting was open through October via an online platform at vote.visitdublinohio.com.

“The tremendous response and enthusiasm for the new award program further reinforced how passionate residents and visitors are about the City of Dublin's Hospitality Industry,” said Scott Dring, President & CEO at Visit Dublin. “There's no question this will be a very sought after award for years to come.”

One of the unique aspects of the Visit Dublin Voters' Choice Awards is the diversity of the categories that capture the multifaceted nature of the city ranging from favorite local eateries and retail shops to art, parks, and community events.

Visit Dublin and their city partners

leveraged the power of social media and actively encouraged residents and visitors to share their nominations and votes on various social platforms, creating a sense of excitement and engagement throughout the city.

The benefit of the program to local businesses was the opportunity to raise awareness and showcase their unique product to both residents and visitors. Winning or even being nominated in a category can significantly boost a business's visibility and credibility within the community.

The culmination of the Voters' Choice Awards was a highly anticipated award ceremony, where winners in each category were announced and celebrated at North Market Bridge Park. A unique Dublin Link inspired trophy was created and

presented to the winners. The event brought the hospitality community together, allowing businesses to celebrate with their employees.

Visit Dublin's inaugural Voters' Choice Awards were a great success in recognizing and celebrating Dublin's hospitality industry and all the things that make Dublin a great place to live and visit. The Voters' Choice Awards promise to become a tradition and will return in fall 2024. See the 2023 winners at visitdublinohio.com.



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Briefs

HOLIDAY CAMPAIGN PROMOTES EVENTS, ACTIVITIES

Visit Dublin's holiday and winter campaign launched in late November to promote holiday events, outdoor activities, how to support local businesses and more. The campaign will run through February on Facebook, Instagram, TikTok and YouTube. The holiday campaign includes promotion of the Ugly Sweater Crawl, a collaborative event from the Downtown Dublin Strategic Alliance that leads participants to bars and restaurants in Historic Dublin and Bridge Park. Participants could win prizes by visiting five of the 16 stops while enjoying festive food and drink specials.



VIDEO REELS SURPASS ONE MILLION

Short form video on platforms like Instagram and TikTok have been a marketing focus over the past year with great success. In 2023, Visit Dublin's Instagram reels reached more than one million accounts and collected 1.3 million views! This reach is all organic and more than double the 2022 results. These short videos reach a larger audience than static posts and allow for visitors and residents to get a taste of Dublin experiences, events, new businesses and more.

SPORTS TRADESHOWS GENERATE LEADS, INTEREST

Visit Dublin attended the SPORTS Relationship Conference and the US Sports Congress tradeshow to meet with events rights holders and attract new athletic events to Dublin. Some of the events interested in possibly hosting events in Dublin include Perfect Game (baseball), Tribu Experientiel (skateboarding) and Triple Crown Sports. Perfect Game is planning a site visit to Dublin in early 2024 to scout out potential locations and view facilities. Staff will work with the City of Dublin on securing potential field space for upcoming events.

For the Record...

Top Instagram Post
Now Open: Torchy's Tacos



LODGING TAX

Change
Year-to-Date Bed Tax Revenue +10%

VISIT DUBLIN OHIO MEASURES

Sept./Oct. Website Visits (% change YTD)..... -4%
Free Media Impressions (YTD) 519,995,474
Facebook Fans (% change YTD).....+9%
TikTok Followers (% change YTD) +343%
Instagram Followers (% change YTD) +37%
YouTube Views (% change YTD).....+8%

PARTNER PREVIEW: BON VOYAGE BABY RENTALS

Bon Voyage Baby Rentals provides baby and children's rental gear to families visiting, or traveling from, the Columbus area. They deliver to your hotel, Airbnb, private residence, or office, and also pick up your items at the end of your rental period. Products include items such as double strollers, air mattresses (toddler to adult sizes), car seats, swim life jackets, toys and more. Check out their products and book your next family trip at bonvoyagebabyrentals.com.



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