



# Visit Dublin

OHIO

# DEST



## Year in Review: Visit Dublin's Top Accomplishments in 2024

More than 4,000 Convention and Visitors Bureaus exist worldwide, and Visit Dublin is among the elite 6 percent that hold international accreditation.

It was a busy year for Visit Dublin Ohio in 2024 with a lot to celebrate! Below are just a few of the top accomplishments in marketing and selling the City of Dublin to the world over the past year.

The "Other Dublin" Campaign generated international buzz by inviting the Irish to come visit our Dublin over St. Patrick's Day. Billboards were placed in high traffic areas in Dublin, Ireland offering free pints in exchange for a visit. Media outlets such as the New York Post, Yahoo, and The Irish Star featured the quirky campaign generating 130 million impressions.



Visit Dublin brought home 14 industry awards including the **Top Marketing Campaign in State of Ohio** and the **Best in Show Event Campaign**.

The sales team attracted **75 buses from 13 states** to visit Dublin. Each bus holds up to 50 people and brings foot traffic and revenue to local restaurants, shops and attractions.

Visit Dublin's experiential passes including the Celtic Cocktail Trail, Art in Public Places Pass and Dublin Park Pass gained **2,000 sign-ups and 5,000 check-ins** at Dublin businesses and attractions.

The Dublin Visitor & Information Center in Downtown Dublin welcomed **25,000 visitors from 47 states and 4 countries** and provided resources to visitors and residents looking for things to do in the area.

The City of Dublin hosted more than **40,000 athletes** from around the country for various youth and professional events.

In partnership with Dublin City Schools, Visit Dublin launched the nation's first **Travel and Tourism Academy** for high school students! This grassroots program was created in response to the industry's ongoing need for a workforce pipeline.

Visit Dublin launched the refreshed **destination brand and logo** incorporating the iconic Dublin Link pedestrian bridge.

Visitors and residents asked for Dublin merch, and Visit Dublin delivered! More than **200 Dublin-themed items**

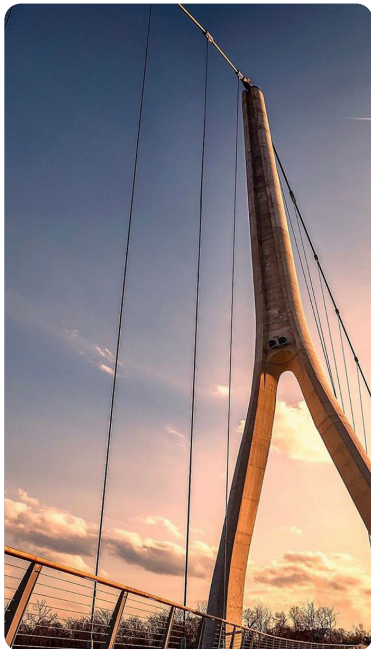
were sold in the first month of opening Everything Dublin, our merch store in partnership with the City of Dublin.

Our unique Fairy Door Trail reached more than **10,000 participants!** That's 10,000 people walking through the doors of eleven retail stores in Downtown Dublin.

More than **2.7 billion earned media impressions** were secured in local, regional, national and international media outlets.

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Thank you, Dublin, for your ongoing support in making Dublin a destination of choice!



# BRIEFS

## 2024 Voters' Choice Award Winners

Visit Dublin is pleased to announce the winners of this year's Visit Dublin Voters' Choice Awards. In its second year, the community-driven contest recognizes the best of the best in Dublin, as voted on by the city's residents and visitors. Congratulations to this year's winners:

- **Best Attraction** - Dublin Link
- **Best Bar or Pub** - The Rendezvous Lounge
- **Best Breakfast** - Playa Bowls
- **Best Burger & Best Lunch** - Dublin Village Tavern
- **Best Coffee or Tea** - Sweetwaters Coffee & Tea
- **Best Dessert Spot** - Johnson's Real Ice Cream
- **Best Dinner** - J. Liu of Dublin
- **Best Event** - the Memorial Tournament presented by Workday
- **Best Happy Hour** - Missing Jimmy's
- **Best Lunch** - Dublin Village Tavern
- **Best Park** - Indian Run Falls
- **Best Pizza** - Black Dog Pizzeria
- **Best Public Art** - Leatherlips
- **Best Retail Shop** - Boho 72 Boutique
- **Best Spa or Salon** - Modern Male Spas
- **Best Wings** - Tino's Bar & Grille
- **Best Patio** - VASO Rooftop Lounge



# FOR THE RECORD

## Top Instagram Post

The Morgan House



## Lodging Tax

Year-to-Date Bed Tax Revenue (change).....9.5%

## Visit Dublin Ohio Measures

Sept./Oct.Website Visits (% change YOY).....+10%

Free Media Impressions (YTD).....2,714,187,541

Facebook Fans (% change YOY).....+7%

TikTok (% change YOY) .....+7%

Instagram Followers (% change YOY).....+24%

YouTube Views (% change YOY).....+2%

## Regional Campaign Markets Dublin for Fall, Holiday Travel

As an extension of the spring/summer regional campaign, the fall/holiday campaign ran through October in all Ohio markets. The digital campaign included paid search and Facebook and Instagram ads targeting adults 25-44 who are interested in leisure travel and have young children. The goal is to drive awareness of Dublin as a great place for a fall or holiday getaway and showcases the area's seasonal events and experiences from Boo & Brew to holiday light displays.

## Instagram Reels Surpass 3 Million Views

Visit Dublin's short form video strategy is paying off with over 3 million video views on Instagram reels in 2024. Short-form video is the top leveraged media format in marketing content strategies, and delivers the highest ROI compared to other marketing trends. Visit Dublin produces and distributes up to four videos per week across platforms. The transition to video has allowed Visit Dublin to share all things Dublin in a more engaging way.



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