



Visit Dublin OHIO

DEST DIGEST

2025 Year in Review & A Look Ahead to 2026

Earned a Record 18 National, International Awards

The newly launched Espresso Martini Trail was an instant success, generating more than \$45,000 in restaurant sales in its first month.

Filled with record-breaking achievements and national recognition, 2025 was an outstanding year for Visit Dublin Ohio marketing the City as a world-class destination.

Visit Dublin earned 18 Regional, National, and International Marketing Awards, including a prestigious “Best in Show” Adrian Award, Gold MarCom Award, and the Etourism eTSY Award, reinforcing Dublin’s reputation for excellence in creative and impactful tourism marketing.

The newly launched Espresso Martini Trail was an instant success, generating more than \$45,000 in restaurant sales in its first month, with 2,600 signups, 3,200 martinis purchased, and 2 million earned media impressions promoting Dublin’s dining scene.

Visitors from 47 states and 13 countries stopped into the Dublin Visitor & Information Center, highlighting the city’s growing regional, national and international reach.

On the sales front, staff traveled more than 7,500 miles to nine tradeshow, connecting with meeting planners, sports event rights holders, and group tour operators to secure new business for Dublin. Additionally, 2,250

visitors arrived by motorcoach, generating tens of thousands of dollars for local businesses.

With more than 2 billion earned media impressions in outlets like Forbes, MSN, and USA Today, Dublin’s visibility on the national stage has never been stronger.

Looking ahead, the momentum will continue into 2026 with the launch of a refreshed regional marketing campaign targeting Ohio

and key three-hour drive markets, including Indianapolis, Pittsburgh, and Detroit. The team will also partner closely with community organizations to promote major milestones and events such as the 50th Anniversary of the Memorial Tournament presented by Workday, the new Christkindlmarkt, and

America 250 celebrations. On the sales side, efforts will focus on promoting SportsOhio and securing future tournaments, meetings, and conferences that continue to fill hotel rooms and drive economic growth for Dublin.

Together with our partners, Visit Dublin remains committed to sharing Dublin’s story, supporting local businesses, and strengthening our city’s position as a premier destination of choice.



BRIEFS

2025 Visit Dublin Voters' Choice Award Winners Announced

Visit Dublin is pleased to announce this year's winners of the Visit Dublin Voters' Choice Awards presented by Mount Carmel Dublin. In its third 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 History Museum
- Best Bar or Pub – Tino's Bar & Grille
- Best Breakfast – Playa Bowls
- Best Burger – Dublin Village Tavern
- Best Coffee or Tea – Sweetwaters Coffee & Tea
- Best Dessert Spot – Graeter's Ice Cream
- Best Dinner – J. Liu of Dublin
- Best Event – the Memorial Tournament presented by Workday
- Best Happy Hour – J. Liu of Dublin
- Best Lunch – Rebol
- Best Park – Indian Run Falls
- Best Pizza – Black Dog Pizzeria
- Best Public Art – Leatherlips
- Best Retail Shop – Boho 72 Boutique
- Best Spa or Salon – Spa at River Ridge
- Best Wings – Tino's Bar & Grille
- Best Patio – The Apothecary Bourbon & Cigar Lounge



FOR THE RECORD

Top Instagram Post

Everything you need to know about the Espresso Martini Trail



Lodging Tax

Year-to-Date Bed Tax Revenue (change)..... +7%

Visit Dublin Ohio Measures

Sept./Oct. Website Visits (% change YOY) +28%

Free Media Impressions (YTD)..... 2,009,868,607

Facebook Fans (% change YOY) +17%

TikTok (% change YOY) +32%

Instagram Followers (% change YOY) +34%

YouTube Views (% change YOY) +2%

Espresso Martini Trail Generates \$45,000 in First Month

Visit Dublin's new Espresso Martini Trail generated more than \$45,000 in sales for Dublin bars and restaurants in the first month! Visit Dublin's Espresso Martini Trail Pass has more than 2,600 signups, 3,200 martinis purchased, and 2 million earned media impressions. The trail was created to help boost awareness, foot traffic and sales to Dublin area restaurants during the shoulder season. Participants that check-in at 10 stops can redeem an exclusive martini beanie. The trail runs through February 28, 2026.

Visit Dublin Wins International Marketing Award

Visit Dublin won the Gold MarCom Award in the Travel and Tourism Category for the "Love in Dublin" campaign. This international award is one of the industry's largest and most respected creative competitions drawing entries from more than 135 countries annually. The campaign featured romantic getaways to Dublin before Valentine's Day with the Dublin Link pedestrian bridge as the backdrop. The promotion used a love language quiz to engage visitors and provided custom Dublin itineraries for the perfect romantic getaway.

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

