

November/December 2021

Visit Dublin

DIGEST

News and Information from Visit Dublin Ohio

“Nearly 80,000 media impressions were earned in 2021 highlighting Dublin in local, regional and national outlets.”

VISIT DUBLIN CELEBRATES 2021 WINS, OPTIMISM FOR 2022 AND BEYOND

As we close out 2021, Visit Dublin is celebrating wins and planning for the New Year with optimism for Dublin's Hospitality Industry.

Visit Dublin's regional campaigns reached a collective 15 million impressions in all Ohio and three-hour drive markets like Indianapolis, Pittsburgh, Detroit, and others. The campaigns promoted Dublin as a safe destination that's close to home and offers far from ordinary experiences. Leading with Dublin's unique outdoor attractions, Downtown Dublin and proximity to big attractions like the Columbus Zoo and Aquarium resulted in awareness and engagement in key target markets. In 2022, the momentum will continue with added media types, extended timelines and optimizations based on learnings from 2021. Safety will continue to be a top priority in messaging.

The Sports Market was a bright spot for the Dublin Hospitality Industry in 2021 with 6,885 Dublin hotel room nights generated from sports events - a 319 percent increase over the previous year when so many events were cancelled due to the pandemic. Staff secured the U.S. Archery Buckeye Classic among others and worked to maximize overnights from established events such as the Nike Soccer Cup, The Memorial Tournament, etc. Staff also secured 20 Bus Tours from nine different states. In 2022, Visit Dublin's sales staff will attend

eight tradeshows to provide new business for the City.

This year, Visit Dublin launched the new Only in Dublin video series highlighting unique restaurants, shops, attractions and experiences you can't get anywhere else. More episodes will be released in 2022 and Visit Dublin will continue to have a focus on video.

Downtown Dublin continues to add new product and experiences for visitors and locals. In 2021, several new restaurants opened, Columbus Food Adventures started the Dublin Walking Tour and the new Riverside Crossing Park made its debut. The Downtown area is the City's largest attraction and Visit Dublin will work with the Downtown Dublin Strategic Alliance to promote the area as a premier destination and create new events and experiences.

Nearly 80,000 media impressions were earned in 2021 highlighting Dublin in local, regional and national outlets such as *Forbes*, *Midwest Living*, *Cincinnati Magazine*, *Fox 8 Cleveland*, *Indy's Child* and more. New in 2022, Visit Dublin will position the city as a foodie destination by utilizing new and existing dining experiences, North Market Bridge Park and local chefs and restaurant owners to tell the Dublin food story. Top regional and national media will be targeted to experience Dublin's exploding dining scene.

Visit Dublin is thankful for its 80 business partners in 2021 and is looking forward to thriving together in 2022. Happy New Year!

VISIT
Dublin
OHIO

www.visitdublinohio.com



Briefs

BUS TOURS LOVE DUBLIN

Group Tours were quick to rebound in 2021 with motorcoaches from nine different states visiting Dublin in 2021 and utilizing new group experiences like Christmas in Dublin, which includes seasonal experiences like Wildlights at the Columbus Zoo. Visit Dublin also hosted 14 national group tour operators at a recent "Familiarization Tour" looking for cities to bring their future bus tours. The operators experienced lunch at the Morgan House, a very popular group tour destination, learned about the various Irish themed experiences that are available for groups and everything that Downtown Dublin has to offer. Visit Dublin continues to build upon the inventory of group experiences and is working with new partners like North Market Bridge Park and Busy Bee's Pottery. Two groups are already booked for 2022 from Illinois and Michigan.

REGIONAL BLITZ REACHES 3 MILLION IMPRESSIONS

Visit Dublin's campaign blitz in Ohio and three-hour drive markets resulted in 3 million impressions and nearly 39,000 visits to VisitDublinOhio.com for more information. The campaign ran from the end of September through November and positioned Dublin as the perfect place for a quick, overnight getaway while driving spontaneous adventure in a safe destination that's close to home. Visuals of Dublin's unique seasonal experiences were utilized to create awareness and drive engagement with relevant website content.



For the Record...

Top Instagram Post
Patio Igloos at VASO



LODGING TAX

Change

Year-to-Date Bed Tax Revenue +53%

VISIT DUBLIN OHIO MEASURES

Sept./Oct. Website Visits (% change YTD).. +105%

Free Media Impressions (YTD)77,745,280

Facebook Fans (% change YTD)..... +11%

Twitter Followers (% change YTD)+2%

Instagram Followers (% change YTD) +44%

YouTube Views (% change YTD).....+3%

PARTNER PREVIEW: Z CUCINA

Enter a world of traditional and modern Italian cuisine that also moves with ease into the realm of Mediterranean flavors at Z Cucina in Bridge Park. Their unique and comfortable bar and dining area are warm and inviting to create the perfect night out. Enjoy traditional dishes like the Natural Chicken Parmigiana or the House Meatball or try something a little more adventurous with the Braised Pork Cheeks or Roasted Cauliflower Gnocchi. Z Cucina offers daily specials, happy hour, a full carryout menu and private dining space. Visit their Dublin location at 6584 Riverside Dr. or at zcucina.com.

VISIT DUBLIN AWARDED STATE'S TOP SOCIAL MEDIA CAMPAIGN

Visit Dublin recently received recognition for achievement in marketing and advertising at the Ohio Travel Association's Conference on Tourism. In this year's competition, the Recognizing Uncommon Brilliance (RUBY) Awards had 177 entries in 17 categories from destinations, attractions, and other hospitality businesses around the state. Visit Dublin received awards for the top social media campaign for the #DublinDreaming campaign that showcased Dublin's outdoor product and moments of "zen" during the pandemic as well as the e-mail marketing program and free postcard marketing campaign.



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