

November/December 2022

Visit Dublin

DIGEST

News and Information from Visit Dublin Ohio

VISIT DUBLIN CELEBRATES SIX-YEAR ANNIVERSARY OF DOWNTOWN ALLIANCE

Unique Collaboration Markets, Sells Downtown Dublin as World-Class Destination

“Rather than competing against each other, we (Visit Dublin) created the Alliance so that one unified voice would promote both sides of the river as one world-class destination – Downtown Dublin.”

Visit Dublin established the Downtown Dublin Strategic Alliance in 2016 to create a unique collaboration to market and sell Historic Dublin and Bridge Park as one destination for residents and visitors. The Alliance includes Visit Dublin, City of Dublin, Crawford Hoying (Bridge Park), Historic Dublin Business Association (HDBA), Dublin Arts Council and the Dublin Chamber of Commerce.

Communications between all entities is one of the most important aspects of the Alliance. A master calendar of events is created annually to ensure there are no competing events, a social media editorial calendar is created and shared by all members and roundtable discussions allow for important news and updates to be communicated.

“There was a lot of apprehension among Historic Dublin businesses when the Bridge Park development was announced,” said Scott Dring, President & CEO at Visit Dublin. “Rather than competing against each other, we (Visit Dublin) created the Alliance so that one unified voice would promote both sides of the river as one world-class destination – Downtown Dublin. It was all about collaboration.”

Throughout the pandemic, the Alliance met regularly to create cohesive safety messaging and physical signage for the Downtown area. Another success for the Alliance was working with the City of Dublin leadership to create a Designated

Outdoor Refreshment Area (DORA) and extended patio dining to support the local restaurants and retailers during an extreme time of need. The DORA has been extended year-round and has been a tremendous attraction for residents and visitors and a benefit for the local economy and Downtown Dublin businesses.

To create awareness of things to do in the area and help drive foot traffic, the Alliance created and executed several paid marketing campaigns over the years that have depicted events and activities on both sides of the river including local print ads, social media ad placements, influencer visits and more.

In addition to sales and marketing, the Alliance works to create events and activations that enhance the experience in Downtown Dublin. In December, the Alliance hosted an Ugly Sweater Crawl that included 16 businesses. All entities promoted the event with billboards, social media ads, email marketing, digital ads, PR, physical signage in the area and more. The event was a great success and resulted in some restaurants and bars having their biggest revenue day of the year.

The Downtown Dublin Strategic Alliance will continue to collaborate creating events, promotional campaigns and activations to attract visitors and residents to the area to support the local businesses and the destination as a whole.

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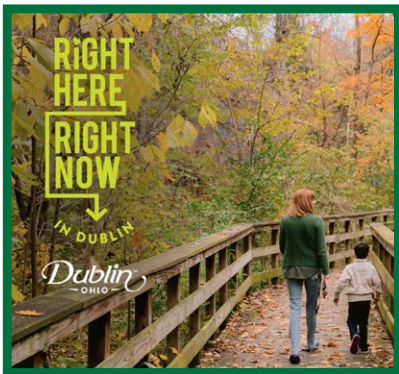
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Briefs

LARGEST GROUP TOUR BOOKED FOR MAY

Visit Dublin booked its largest motorcoach group in its history in November! Personalized Tours out of Wisconsin will visit Dublin in May 2023 for five days generating 125 hotel room nights. Guests will enjoy unique Irish experiences and other activities in Dublin and neighboring communities. Staff secured the tour, which consists of up to 50 visitors, that will not only stay in Dublin hotels but also have group dinners and shopping excursions at Dublin businesses. This tour was booked as a result of staff selling Dublin during the American Bus Association Tradeshow.



FALL REGIONAL CAMPAIGN GENERATES 10 MILLION IMPRESSIONS

The seasonal extension of the regional campaign resulted in more than 10 million impressions and 43,000 clicks from Ohio and 3-hour drive markets including Detroit, Indianapolis, Pittsburgh and others. The campaign showcased Dublin's fall and winter activities to create awareness of things to do and drive visitation during the shoulder seasons. The promotion included Facebook and Instagram ads, video ads on YouTube and native digital placements that ran from September through November and built upon the success of the spring/summer regional campaign.

AUSTRALIAN RULES FOOTBALL COMING IN 2024

Visit Dublin secured the 2024 U.S. Australian Football League (USAFL) Eastern/Central Super Regionals to be held at Darree Fields in June. The Super Regionals will draw approximately 36 teams from throughout the United States as they compete for a spot in the National Championships. Dublin successfully hosted the U.S. Australian Rules Football National Championships in 2014.



For the Record...

Top Instagram Post
Song Lan Restaurant
now open in Bridge Park



LODGING TAX

Change

Year-to-Date Bed Tax Revenue +41%

VISIT DUBLIN OHIO MEASURES

Sept./Oct. Website Visits (% change YTD).... +12%

Free Media Impressions (YTD) 182,000,000

Facebook Fans (% change YTD).....+8%

Twitter Followers (% change YTD)+1%

Instagram Followers (% change YTD) +20%

YouTube Views (% change YTD)..... +156%

PARTNER PREVIEW: THE CLUB AT TARTAN FIELDS

The Club at Tartan Fields blends the time-honored traditions of golf with modern, upscale conveniences. From small business meetings to large corporate functions and weddings to birthday parties, Tartan Fields offers the amenities, event capabilities and unparalleled service to ensure your event is flawlessly executed and truly unforgettable. The Arnold Palmer Signature Design championship golf course, state-of-the-art audio visual capabilities, and delectable dining options are sure to impress your guests. Book your next event at tartanfields.com or 614-792-0900.



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