



Visit Dublin OHIO

DIGEST

2nd Annual Visit Dublin Week Celebrates Dublin Residents, Hospitality Industry

Visit Dublin hosted two pop-up events to invite the Dublin community and hospitality industry to engage with the organization. The events were held at the Dublin Visitor & Information Center in Historic Dublin and at the Dublin Market at Bridge Park.

The second annual Visit Dublin Week was a great success celebrating Dublin's hospitality industry, local businesses, and residents that make our city a great place to live, work and visit. This annual event was created to enhance connections with Dublin residents and share Visit Dublin's mission and the resources available to the community. This year, Visit Dublin Week took place September 16-21 and included several events and activations.

The week kicked off with a partnership appreciation blitz and a personal visit to every Visit Dublin partner business. The week offers a great opportunity to showcase Visit Dublin staff and their efforts in the community. A staff video was shared to show the faces behind the organization and Visit Dublin appeared on Good Day Columbus to share all the week's happenings.

Visit Dublin hosted two pop-up events to invite the Dublin community and hospitality industry to engage with the organization. The events were held at the Dublin Visitor & Information Center in Historic Dublin and at the Dublin Market at Bridge Park. The Visit Dublin prize wheel was full of fun branded giveaways, Everything Dublin merchandise

was available for purchase, and staff had the opportunity to talk with residents and visitors firsthand, sharing our mission and shared community values.

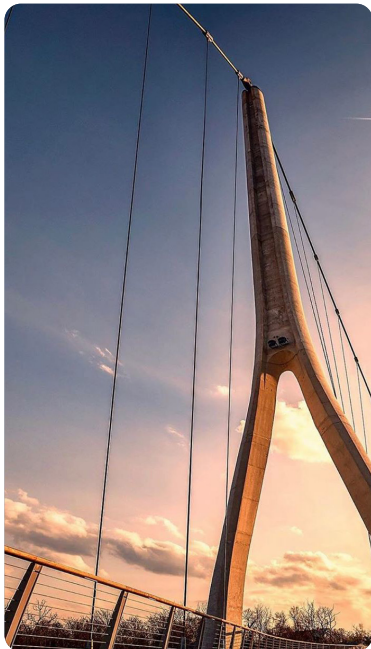
New this year, Visit Dublin partnered with Johnson's Real Ice Cream on an exclusive Visit Dublin Sundae available only during the week. Visit Dublin offered 100 free sundae coupons to those residents that

attended one of the pop-up events as a small token of appreciation to the community.

The 2nd annual Visit Dublin Voters' Choice Awards were also launched during Visit

Dublin Week. This community-driven contest recognizes the best of the best in Dublin and spotlights the businesses and experiences that make Dublin thrive. More than 120 businesses, events, and experiences were nominated. Daily voting is open through the month of October at vote.visitdublinohio.com.

A giveaway with items from each of last year's Voters' Choice Award Winners was shared via social media during the week to showcase Dublin favorites and offer up yet another opportunity to appreciate Dublin residents.



BRIEFS

Visit Dublin Wins 6 RUBY Awards

Visit Dublin dominated the Ohio Travel Association's RUBY Awards, securing first place in four categories, including the prestigious title of Best Marketing Campaign in Ohio for "The Other Dublin." These highly competitive awards recognize exceptional marketing and saw a record number of entries from DMOs, attractions, events, restaurants, and more across Ohio. Visit Dublin won the following awards: Marketing Campaign for "The Other Dublin", Event Campaign for the Downtown Dublin St. Paddy's Crawl, TV Advertisement for the "You're in Luck" ad, Newsletter for Dublin Digest, Blog for the Visit Dublin Blog and Targeted Marketing Campaign for Visit Dublin Week.



Regional Campaign Markets Dublin for Fall, Holiday Travel

As an extension of the spring/summer regional campaign, the fall/holiday campaign is now live through October in all Ohio markets. The digital campaign includes 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.

Travel & Tourism Academy Hosts Inaugural Class

Dublin City Schools, in partnership with Visit Dublin, launched the new Dublin Travel and Tourism Academy in September as part of the school's 2024 Academy offerings. The Academy, one of the first of its kind in the nation, features project-based experiences out of the classroom at various businesses within the Dublin Hospitality Industry. The Academy aims to prepare students for the many career opportunities the hospitality industry offers combining hands-on experiential learning such as guest speakers, site visits, and mentorships with in-demand industry recognized credentials, coupled with the opportunity for students to earn college credit to jump start their post-secondary journey.

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

FOR THE RECORD

Top Instagram Post

Shawnee Station



Lodging Tax

Year-to-Date Bed Tax Revenue (change).....+10%

Visit Dublin Ohio Measures

July/August Website Visits (% change YOY).....-70%

Free Media Impressions (YTD).....2,677,629,434

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

TikTok (% change YOY)+5%

Instagram Followers (% change YOY).....+25%

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

Partner Preview: Retreat 21

Conveniently located just minutes from Dublin, surrounded by 64 acres of lush trees and rolling meadows, Retreat 21 is an inspired haven outfitted with cozy cabins and elevated essentials for your next getaway. From intimate dinner gatherings to corporate retreats, inclusive weekend events and personalized wedding packages, Retreat 21 is a place to adventure, unwind, and celebrate thoughtfully. Visit Retreat 21 at 11433 Industrial Parkway, Marysville, OH 43040 or at retreat21.com.

