



# Visit Dublin OHIO

# DIGEST

## Driving Business & Buzz with Trails & Passes

Espresso Martini Trail Launching November 1

These trails are marketing channels that turn passholders into engaged explorers.

Visit Dublin's trail offerings have become more than just scenic routes, they're powerful tools for driving awareness, boosting foot traffic, and generating revenue for local businesses.

Whether it's the Dublin Park Pass in partnership with OhioHealth, the Art in Public Places Pass in partnership with Dublin Arts Council, the Celtic Cocktail Trail, or the whimsical Fairy Door Trail, these self-guided experiences motivate visitors and residents to explore the city in new ways. Each check-in represents new interest in Dublin's local restaurants, shops, and attractions that directly benefit the participating businesses and organizations in the area.

Visit Dublin passes are fully digital and delivered via text and email upon sign up. They can be saved directly to the home screen of any smartphone for easy access and offer unique prizes for participation. This year, the three digital passes collectively have more than 3,000 check-ins at local restaurants, parks, and art installations. The Fairy Door Trail has hosted more than 11,000 participants since its inception.

Visit Dublin will launch the new Espresso Martini Trail on November 1, a spirited mix of coffee and cocktails that will encourage trail users to hop from restaurants and bars and sample signature espresso martinis across Dublin.

This new addition plays off a current trend and allows Visit Dublin to extend trail campaigns into the off-peak months to fill

what is traditionally a slower season for visitation to the area. The trail will be limited time only from November through February to help fill that time of need for the Dublin's hospitality industry.

By continually expanding and promoting unique passes and trails, Visit Dublin is reinforcing the year-round appeal of

the destination. These trails are marketing channels that turn passholders into engaged explorers, bringing new visitors into local businesses, reinforcing repeat visitation, and creating stories about Dublin's unique offerings. They also provide great experiences for Dublin's residents wanting to explore their hometown or share the area with visiting friends or relatives.



# BRIEFS

## Dring Named CEO of the Year

Visit Dublin's President & CEO, Scott Dring, was honored as Nonprofit CEO of the Year at the 2025 Columbus Business First C-Suite Awards! This recognition demonstrates the strength and vision guiding Visit Dublin, bringing enhanced credibility and visibility to Visit Dublin's mission, work with the local hospitality and efforts to showcase Dublin on a national and international stage. This award is a win for the entire community, reinforcing that Dublin is a city led by excellence and committed to growth and collaboration.



## Visit Dublin Wins 6 RUBY Awards

Visit Dublin had a successful year at the Ohio Travel Association's RUBY Awards, securing first place for the "Love in Dublin" digital campaign, and four second place submissions. 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: Broadcast Advertisement for the "Don't Visit Dublin. Just Go." ad, VisitDublinOhio.com Website, Social Media Campaign for "The Luckiest Pat", and Annual Report for the "2024 Year in Review".

# FOR THE RECORD

## Top Instagram Post

Apothecary & Uncorked Opening



## Lodging Tax

Year-to-Date Bed Tax Revenue (change).....+7.3%

## Visit Dublin Ohio Measures

July/August Website Visits (% change YOY).....+27%  
Free Media Impressions (YTD).....1,959,894,108  
Facebook Fans (% change YOY).....+12%  
TikTok (% change YOY) .....+33%  
Instagram Followers (% change YOY).....+2%  
YouTube Views (% change YOY).....+27%

## Partner Preview: Vernacular

Vernacular is a modern women's wear and lifestyle boutique located in Historic Dublin and connected to the Dublin History Museum. They're known for blending East Coast classic style with a West Coast vibe, offering trend-forward apparel, accessories, and home décor that feel both fresh and approachable. Whether you're updating your wardrobe or searching for a unique gift, Vernacular is a must-visit for fashion lovers and style seekers in Dublin. Visit them at 39 S. High St. or [shopvernacular.com](http://shopvernacular.com).

## Shoulder Season Campaigns Drive Awareness and Traffic

As Dublin continues to grow as a destination, Visit Dublin remains focused on attracting visitors year-round. Traditionally focused on spring and summer, marketing efforts have expanded to include targeted fall, winter, and holiday promotions that drive awareness and visitation during slower travel months. Marketing campaigns showcasing Dublin's seasonal activities and events will run through February. Through ongoing digital advertising, email marketing, influencer partnerships, and PR outreach, Visit Dublin continues to position the city as a welcoming and vibrant year-round destination.



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