

Good People.

Great Visits.

*Visit
Dublin*
GEORGIA

FISCAL YEAR 2025



FY25 YEAR IN REVIEW

Good People. Great Visits.

This year, we didn't just welcome more visitors—we made more meaningful connections. With stronger digital performance, record-setting campaign reach, growing community engagement, and our best St. Patrick's Festival yet, FY25 was a year of lasting impact.

We've gathered the highlights to reflect on everything Visit Dublin GA accomplished—from telling our story across Georgia to championing local partners, empowering advocates, and building a brand that inspires pride and purpose. Let's celebrate what happens when good people do great work.

A Year of Growth



HOTEL/MOTEL
TAX REVENUE

+27%
year-over-year



INDIVIDUAL VISITORS
TO DUBLIN

2.9M
(+2%)

VISITOR CENTER FOOT TRAFFIC



9,538
people



1,472
pets



Visitors from
26 states, D.C.,
and 11 countries

Digital Performance



WEBSITE
PAGEVIEWS

405K
(+55.5%)



NEWSLETTER
SIGNUPS

3,563

SOCIAL MEDIA GROWTH



Facebook
16.5K



Instagram
5.7K



Youtube
213 Subscribers
42,181 Views (+217%)

Ad Campaign Reach

FY25 AD IMPRESSIONS

2.56M
(+13%)

AD CLICKS

34,502
(+134%)

PRINT FEATURES

Southbound Magazine	Georgia Magazine	Atlanta Parent	Savor Georgia	Taste of the South	Atlanta Magazine	Laurens Now
60K	1.2M	300K	55K	90K	100K	1,000

DIGITAL HIGHLIGHTS

Good Grit Girls' Getaway	Atlanta Parent Digital	Hatch Targeted Meta & Google Campaigns	Travel e-blasts, newsletter campaigns & more
36,976 impressions	26,070 views		

BROADCAST

Commercial partnership with Riverview Golf Course &
City of Dublin on 13WMAZ
53K impressions

Community Engagement

EVENTS ATTENDED ACROSS GEORGIA & BEYOND:

From local cookoffs to international travel conferences,
Visit Dublin GA showed up in 12 different cities
including Atlanta, Americus, Perry, and even Chicago.

LOCAL PARTICIPATION & PARTNERSHIPS:

Team members served on boards, volunteered for community events,
supported nonprofits, and even read to local students.

READ to LEAD Volunteer	Member of Dublin Main Street Players	Volunteered at Library for Fantastic Futures: Dublin FanCon	Attends Dublin- Laurens UGA Archway Partnership meetings
Leadership Dublin Laurens Board Member	Festival of Trees	Great American Clean Up	Attends Downtown Dublin Coffee Breaks
Great Southeast Pollinator Census hosted by 4H at VIC	Friends of the Carnegie Board Member	Volunteered for the Dublin Daylily Club Show & Sale	Weeded Downtown Dublin Community Garden
Member of Dublin Community Theatre	Volunteered for Leprechaun Contest	Summer Youth Works Program	
City of Dublin Stubbs Park Trunk or Treat	Irish Chamber Breakfast Super Sunday Brunch		
	Joint Civic Luncheon		

KEY LOCAL PROJECTS:

Community Advocate
Program

One Day: Dublin's Civil Rights
Experience Readers' Theatre

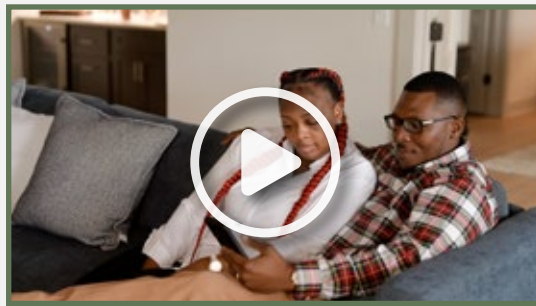
Travel & Tourism
Week

Local Tourism
Grant

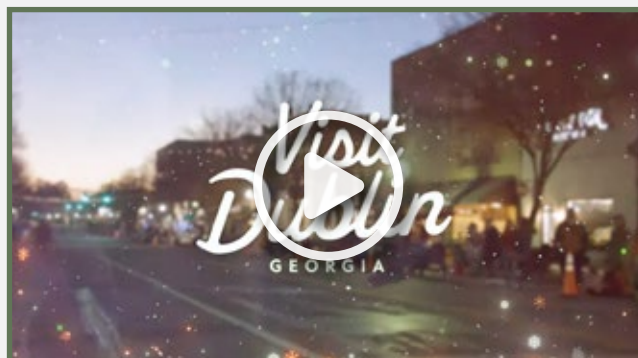
Plus numerous campaigns and
partnerships with Good Grit Agency

Video Production

**DUBLIN OVERVIEW VIDEO SERIES
IN PARTNERSHIP WITH HEY HEY FILMS**



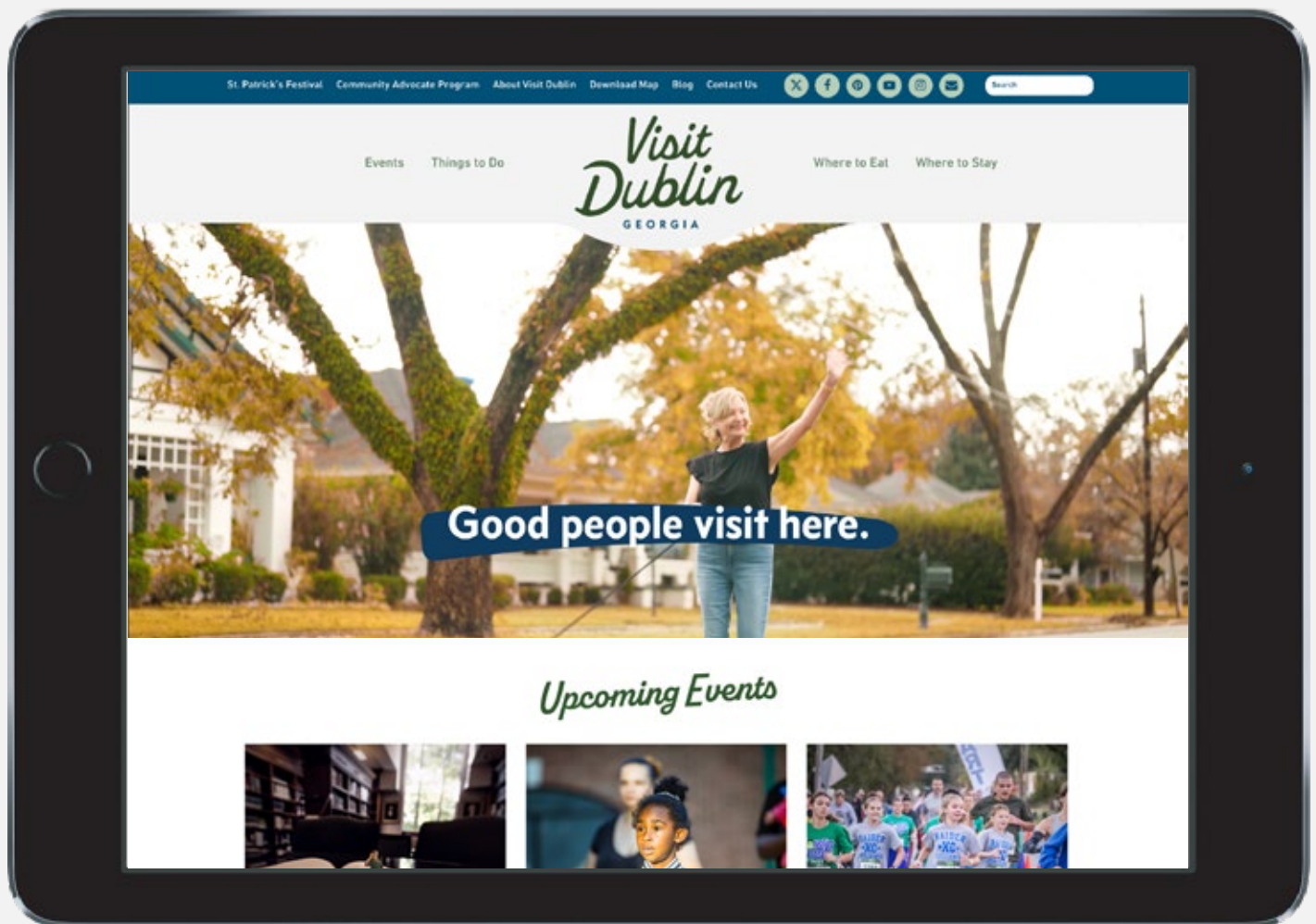
HOLIDAY FEATURE IN PARTNERSHIP WITH GOOD GRIT AGENCY



Good Grit Agency Projects

From ads to activations, content to campaigns—our partnership with Visit Dublin GA this year helped amplify the magic that makes this town shine. Here's a look at what we created together.

Content & Collateral



WEBSITE UPDATES

Added new listings and pages while maintaining brand consistency.

Advertising



Spring into Dublin's Festivals!

Visit Dublin
GEORGIA

This spring, Dublin is your destination for family fun! Get your groove on at the Bon Temps Crawfish Festival or kick back at our First Friday events. Whether it's beats or eats you're after, Dublin has your spring covered.

Make your next stop at VisitDublinGA.org



Shamrocks & Shenanigans in Dublin!

Visit Dublin
GEORGIA

Grab your green, get your Irish on, and celebrate 60 years of tradition in Dublin this March! From our iconic Pancake Supper to the electric St. Patrick's Parade, there is so much to experience. There's a bit of Ireland in all of us—come find yours in Dublin!

Tap into the magic at VisitDublinGA.org



Meet me in Dublin

Visit Dublin
GEORGIA

GOOD PEOPLE VISIT HERE

In Dublin, every street comes with a story and a smile. Whether it's at our St. Patrick's Day celebrations or a delicious dinner downtown, you're always in good company. Dublin's got a seat saved just for you.

VisitDublinGA.org



Food. Fun. Fall Colors. It's All Here.

Visit Dublin
GEORGIA

Chili in one hand, craft beer in the other—this is how we do autumn. From oyster roasts to arts festivals, Dublin, GA packs every weekend with something worth the drive. Leaf-peep through small-town charm, feast on bold Southern flavor, and dance like nobody's watching at some of the South's best-kept fall events.

Plan Your Trip at VisitDublinGA.org

[#DublinGA](#) | [#GoodPeopleVisitHere](#) | [@VisitDublinGA](#)



Good Summers Happen Here

Visit Dublin
GEORGIA

Savor Summer in Dublin!

Enjoy al fresco dining, a refreshing drink in hand, and the beat of downtown on First Fridays. Cool off at Southern Pines Water Park and make the most of the season's best moments. Dublin is your summer story waiting to happen.

Make Your Summer Shine at VisitDublinGA.org



Cozy Up in Dublin

Visit Dublin
GEORGIA

Good People Gather Here

In Dublin, winter feels like a warm hug. Twinkling lights strung through historic Downtown, families gathered around the bonfire at Crooked Finger Brewing, and peaceful strolls past the glowing neon of Theatre Dublin. Dublin warms up your soul—from the first frost to the last winter chill.

Wrap up your winter in a place that feels like home.

VisitDublinGA.org | [#DublinGA](#) | [#GoodPeopleVisitHere](#) | [@VisitDublinGA](#)

PRINT ADS

Taste of the South, Atlanta Magazine, Southbound, Southern Lady, USA Today Go Escape Southeast, and Good Grit Magazine

Advertising



DIGITAL ADS

Seasonal digital campaigns with targeted creative for specific audience segments

Heritage & History



**CIVIL RIGHTS
HISTORY CARDS**
+ packaging design

Heritage & History

ONE DAY - DUBLIN'S CIVIL RIGHTS EXPERIENCE



Andrew Jackson Young, Jr.
MARCH 12, 1932

Andrew Jackson Young, Jr. is an American politician, diplomat, and activist. Beginning his career as a pastor, Young was an early leader in the Civil Rights Movement, serving as executive director of the Southern Christian Leadership Conference (SCLC) and a close confidant to Dr. Martin Luther King, Jr. Young was with King in Memphis, Tennessee, where King was assassinated in 1968. Young later became active in politics, serving first as a U.S. Congressman from Georgia, then United States Ambassador to the United Nations, and finally Mayor of Atlanta. Since leaving political office, Young has founded or served in a large number of organizations working on issues of public policy and political lobbying.

Dublin GEORGIA  SPEAKING ROLE

One Day

Dublin's Civil Rights Experience

Andrew Jackson Young, Jr.

When your name is called, stand and read:

That was always a good stop because they had good food and you could catch up with all the politics in Georgia. Those were the times when you couldn't go to the bathroom just anywhere, so you planned your stops. Hub Dudley ran a good business, knew everyone, and folks traveled far to hear his respected opinions. It was that southern grapevine Gladys Knight sings about.



Learn more on the Historic Downtown Dublin Tour!
Scan the QR code for more information.

ONE DAY - DUBLIN'S CIVIL RIGHTS EXPERIENCE

Now mind you, in addition to World War II, the 1960s was a time of great change in the United States. The US Supreme Court had just ruled that segregation was unconstitutional.

Dublin GEORGIA  SCRIPT

One Day

Dublin's Civil Rights Experience

Leader: Welcome to the First AB Church in Dublin, Georgia; home of the Norman G. McCall Elks Lodge Oratory Contest where Dr. Martin Luther King, Jr. delivered his first speech at the young age of 15. I am (YOUR NAME), and Dublin is my home. We are delighted that you have come to visit us today, and we hope that you leave here knowing more about how Dublin played a role in the Civil Rights Movement.

When you arrived, you were given a card with a name, a picture, and information about that person and your role in today's performance. This will probably be the shortest rehearsal you will ever have for any acting role, because you have no rehearsal! You are among friends. For the short time you're here, I would like to ask you to have an open mind and try to envision the trying times that were the pre-segregation reality here in our country.

Our story today is told by Hub Dudley, the original owner of the Dudley Motel, which is located just outside of Downtown Dublin. The Dudley Motel was once a safe haven for Dr. King and other inspirational civil rights leaders. Here's what we know: Dr. King and fellow activists could come to the 12 room Dudley Motel and stay comfortably without the threat of being persecuted or victimized. They could plan and strategize in secrecy. Some even say that Bloody Sunday, an event during the Civil Rights Movement where nonviolent protesters marched across the Edmund Pettus Bridge in Selma, Alabama, was planned at the Dudley Motel.

You're going to hear from Hub Dudley, and we ask that when the name on your card is called, you respond according to the role instructions. Thanks again for visiting Dublin's Civil Rights Experience.

Enters Hub Dudley, who will be the presenter from hence forward.

Hub Dudley: Hello, my brothers and sisters, and welcome to First African Baptist Church of Dublin, Georgia. For those of you that don't know me, I'm Herbert Dudley. My friends call me Hub, and I own the Dudley Motel here in Dublin. I can tell by gazing over this crowd that what I tell you today will be foreign and almost unbelievable to many of you. But, the story needs to be told and remembered for how Dublin played a role in desegregation and the Civil Rights Movement of the United States of America.

For a brief moment, picture yourself in April, 1944 in the segregated deep south. We're in the middle of World War II, and our country is understandably on edge. Our local chapter of the Colored Elks Club, the Norman G. McCall Elks Lodge of Dublin, hosted its annual oratory contest here at First African Baptist Church. We advertised the competition across the state, but it was particularly interesting to a 15 year old Martin Luther King, Jr. because he had relatives from Dublin.

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ONE DAY - DUBLIN'S CIVIL RIGHTS EXPERIENCE



Andrew Goodman
NOVEMBER 23, 1945 - JUNE 21, 1964

Goodman was one of three American activists and a social worker during the Civil Rights Movement, murdered near Philadelphia, Mississippi, during Freedom Summer in 1964 by members of the Ku Klux Klan.

In 1964, Goodman volunteered along with fellow activists Mickey Schwerner, his wife Rita Schwerner Bender, and James Chaney to work on the "Freedom Summer" project of the Congress of Racial Equality (CORE) to register blacks to vote in Mississippi. Having protested U.S. President Lyndon Johnson's presence at the opening of that year's World's Fair, Goodman left New York to train and develop Civil Rights strategies at Western College for Women (now part of Miami University) in Oxford, Ohio. In mid-June, Goodman joined Schwerner in Meridian, Mississippi, where the latter was designated head of the field office. They worked on registering blacks in rural areas to vote. Schwerner had been working closely with an assistant James Chaney, also a Civil Rights activist in Meridian. On the morning of June 21, 1964 the three men set out for Philadelphia, Neshoba County, where they were to investigate the recent burning of Mount Zion Methodist Church, a black church that had agreed to be a site for a religious school for education and voter registration.

On their return to Meridian, the three men were stopped and arrested by Deputy Sheriff Cecil Price (a Klan member) for allegedly driving 35 miles over the 30-mile-per-hour speed limit. The trio were taken to the jail in Neshoba County where Chaney was booked for speeding, while Schwerner and Goodman were booked "for investigation". After Chaney was fined \$20, the three men were released and told to leave the county. Price followed them in his patrol car. At 10:25, Price sped to catch up with the station wagon before it crossed the border into the safety of Lauderdale County. Price ordered the three out of their car and into it then drove them to a deserted area on Rock Cut Road while being followed by cars filled with other Klansmen. He then turned them over to the Klansmen who then shot and killed Schwerner, Goodman, and Chaney.

—Wikipedia

Dublin GEORGIA  NON-SPEAKING ROLE

One Day

Dublin's Civil Rights Experience

Andrew Goodman
Non-Speaking Role

You are a part of history.

Although you do not have a speaking role in today's drama, you do have an important role: Witness.

Journey along with us and witness how one child could change the world. Witness how inspiration can foster change.



Learn more on the Historic Downtown Dublin Tour!
Scan the QR code for more information.

ONE DAY PLAY CARDS + SCRIPT

An immersive storytelling tool to deepen engagement
with Dublin's civil rights story

Heritage & History



DOWNTOWN DUBLIN WALKING TOURS

Refreshed copy and redesigned downloadable PDFs for both the Downtown and Bellevue Walking Tours.

Custom Merch & Wearables



T-shirts & custom merch for St. Patrick's Festival &
MLK Jr. Anniversary

Custom Merch & Wearables



Stickers, magnets, and specialty merch to boost
community pride and tourism visibility



Visit Dublin

SCOTLAND

Scott Thompson: Most Dublin's Keeper of History

Scott Thompson is more than a local historian—
he's Dublin's living memory.

For decades, Scott has collected artifacts, photographs, and stories that capture the heart of Dublin and its people. Through his passion and dedication, he has shaped the Dublin's Dublin and History Museum, a place where visitors can learn about the city's rich past.

When you visit, it's like you're in the spirit of Dublin.



As you walk through the museum, you'll see the city's history in a new way. From the early days of the city to the present, you'll see the city's history in a new way. From the early days of the city to the present, you'll see the city's history in a new way.



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Visit Dublin

Back to school season brings with it busy mornings, packed schedules, and rising to the bait, but we have to bring the smiles.

Check out these fun, festive, and fun-filled experiences to keep your little ones entertained, and your mornings a little less stressful. These ideas are perfect for a rainy day, a sunny day, or a day when you just need a little extra something to make the day a little more special.

Visit Dublin is the perfect place to go for a rainy day, a sunny day, or a day when you just need a little extra something to make the day a little more special.



A Spoonful of Goodness

Visit Dublin's Dublin Station Dublin, you'll find a little taste of Ireland in every bite. Visit Dublin's Dublin Station Dublin, you'll find a little taste of Ireland in every bite.

LEARN MORE



Bunata Easy

When you visit Dublin, the call comes in: "Bunata Easy" is the perfect place to go for a rainy day, a sunny day, or a day when you just need a little extra something to make the day a little more special.

LEARN MORE



Sip & Sizzle

At Munster House, you'll find a little taste of Ireland in every bite. Visit Dublin's Dublin Station Dublin, you'll find a little taste of Ireland in every bite.

LEARN MORE



Dressed to Impress

Visit Dublin's Dublin Station Dublin, you'll find a little taste of Ireland in every bite. Visit Dublin's Dublin Station Dublin, you'll find a little taste of Ireland in every bite.

LEARN MORE



Grand People Visit Here

Visit Dublin's Dublin Station Dublin, you'll find a little taste of Ireland in every bite. Visit Dublin's Dublin Station Dublin, you'll find a little taste of Ireland in every bite.

LEARN MORE



Plan Your Visit

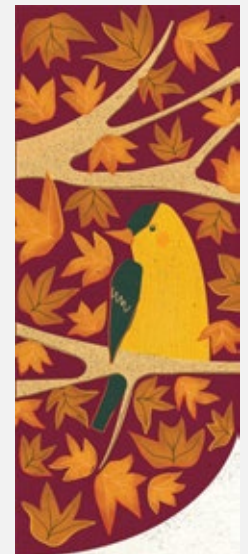
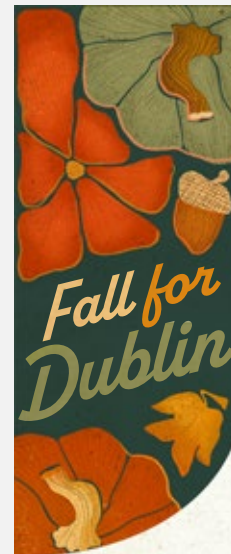
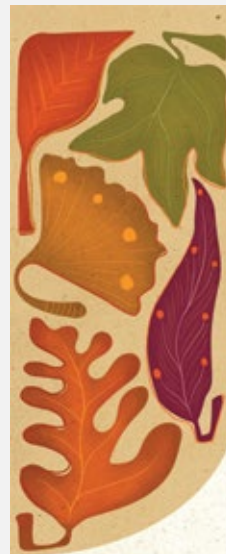
Visit Dublin's Dublin Station Dublin, you'll find a little taste of Ireland in every bite. Visit Dublin's Dublin Station Dublin, you'll find a little taste of Ireland in every bite.

LEARN MORE

[illegible]

Curated and created monthly newsletters highlighting Dublin businesses, events, and stories—building consistent community and visitor engagement.

Banners & Visuals



Designed lamp post banners for spring,
summer, fall, and St. Patrick's Day

Banners & Visuals



Branded pop-up for events

Activations



VISITOR CENTER WINDOWS

Design to increase social shares and visitor interaction

Activations



SELFIE STATION

Design to increase social shares and visitor interaction

Visitor Guide



Comprehensive, 70+ page Visitor Guide designed for tourists, travelers, and locals alike—highlighting where to stay, what to do, and how to experience the best of Dublin.



Looking Ahead

This year was one for the books—and the best part?
We're just getting started.

From exciting events to new campaigns, Visit Dublin GA continues to raise the bar for what a small-town destination can be. Through every partnership, project, and post, the mission remains the same: to invite the world to fall in love with Dublin the way we have.

As we look to the future, we're proud to keep building on a foundation of creativity, community, and growth. Here's to even more good people, good stories, and good work in the year ahead.