

Good People.

Great Visits.

*Visit
Dublin*
GEORGIA

FY26 YEAR IN REVIEW



INTRODUCTION

Good People. Great Visits.

FY26 was a year of taking Dublin farther. From welcoming visitors from across the country and around the world to representing Dublin from Lavonia to Fort Lauderdale, Visit Dublin GA kept finding new ways to put this community on the map.

At home, that meant showing up for local partners, investing in new visitor experiences, telling Dublin's stories in fresh ways, and creating more reasons for people to explore what's right here.

Here's a look at a year spent welcoming well, showing up, and sharing the good stuff that makes Dublin worth the visit.

ECONOMIC IMPACT

Good Visits Add Up

Tourism continued to make a meaningful impact across Laurens County in 2025, supporting local businesses, jobs, and the services residents use every day.

TOTAL VISITOR SPENDING

\$126.8 MILLION
+4.4% year over year

STATE AND LOCAL TAXES GENERATED BY VISITORS

\$9.6 MILLION

\$515

Equivalent tax savings
for every Laurens County
household

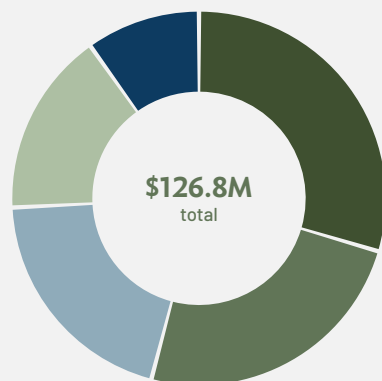
1,263 JOBS

Directly supported by
tourism
+2.7% year over year

4.3%

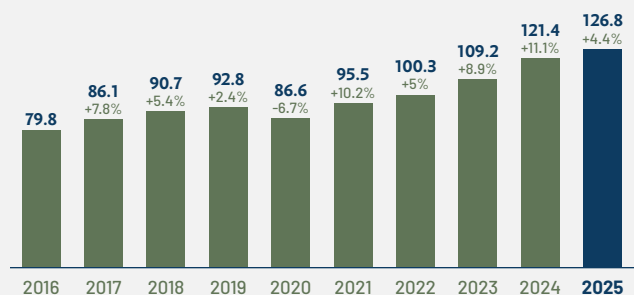
Share of county jobs directly
sustained by visitor spending

WHERE VISITORS SPENT



- \$37.5M Food & Beverage
- \$31.1M Transportation
- \$25.5M Lodging
- \$20.2M Retail
- \$12.5M Recreation

VISITOR SPENDING Y.O.Y. (\$M)



TOURISM SUPPORTED DIRECT EMPLOYMENT



DIGITAL PERFORMANCE

Dublin, On Their Screens



WEBSITE

383,078

Organic VisitDublinGA.org views



NEWSLETTER

6,083

Newsletter signups
+71% from FY25

SOCIAL COMMUNITY



18,721

Facebook followers



6,052

Instagram followers



298

YouTube subscribers

YOUTUBE

150,111 views
+255.87%

From trip planning to event inspiration, Visit Dublin continued building an audience ready to see what's happening here.

ADVERTISING REACH

Getting Dublin in Front of More People

TARGETED DIGITAL

Google

667,493

impressions

29,396

clicks

Meta

2,797,471

impressions

135,338

clicks

BROADCAST

Riverview Golf Course +
City of Dublin / 13WMAZ

572,500

impressions

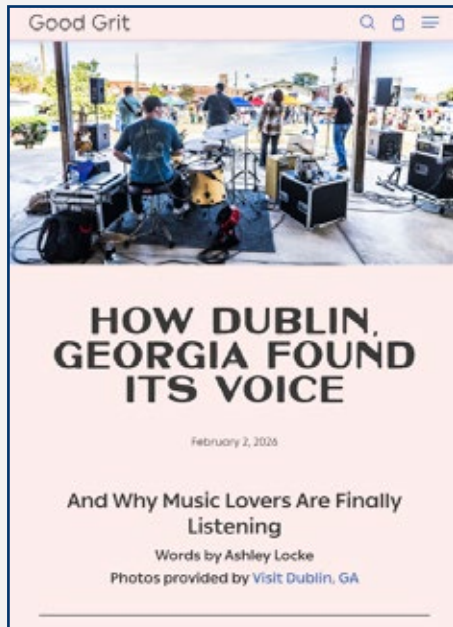
Southern Pines Water Park /
13WMAZ

502,200

impressions



Good Grit Stories



How Dublin, GA Found Its Voice



A Month of Lucky Moments

701,591
combined story impressions

2,890
unique visitors

22,036
newsletter sends

426
newsletter clicks

38,024
combined social impressions

1,025
combined social clicks

PRINT

Dublin in Print

Dublin's story showed up on pages reaching travelers across Georgia and beyond.

FY26 PLACEMENTS

Southbound Magazine

Georgia Magazine

Savor Georgia

Atlanta Magazine

Laurens Now

Visit Macon Visitors Guide

Georgia State Parks Guide

USA Today Go Escape Southeast

Southern Lady

Taste of the South

Atlanta Magazine Commemorative
FIFA Magazine



From food-focused readers to outdoor adventurers and soccer fans headed South, FY26 print placements put Dublin in front of audiences with plenty of reasons to make the trip.

Dublin Goes Places

From Fort Lauderdale, Florida to Lavonia, Georgia—and plenty of stops right here at home—
Visit Dublin GA was on the move in FY26.

The team took Dublin's story directly to visitors, tourism professionals, media, businesses,
and community partners through 22 events, conferences, expos, tours, and activations.

ON THE ROAD + AROUND TOWN

Dublin, GA

Georgia Presenters Reception
 Courier Herald Cooking Show & Expo
 Rockout for Recovery
 AIM 2 Summit
 Chamber Tradeshow
 Chili Cook Off & Fall Festival
 Curate Christmas Market
 New Year's Eve + Community Silent Disco
 St. Patrick's Arts & Crafts Festival
 Sister City Osaki, Japan Welcome & Tour
 Irish Ramble Welcome
 YKK Vendor Expo
 First Friday
 Inaugural Patriotic Parade

Around Georgia

Explorer Days — Lavonia
 Georgia Governor's Tourism Conference — Savannah
 Explorer Days — Augusta
 GACVB Annual Conference — Atlanta
 Southeast Tourism Society Marketing College — Macon
 Georgia Media Marketplace — Savannah
 Explorer Days — Savannah

Beyond Georgia

IPW 2026 / South Georgia Detours — Fort Lauderdale, Florida

VISITATION

Good People Came From Everywhere

DUBLIN VISITORS CENTER



9,644
people welcomed



1,337
four-legged visitors



12,838
brochures distributed
through bulk requests

Visitors stopped in from:

30
states

14
countries

From Georgia to California and Ireland to Japan,
the Dublin Visitors Center welcomed people from near and very far.



DUBLIN VISITATION

1.6 MILLION
individual visitors

TOP VISITING STATES

1. Georgia
2. Florida
3. South Carolina
4. Alabama
5. Tennessee

VIDEO

Dublin in Motion

Dublin got the cinematic treatment in FY26 through a seasonal video series created with local filmmaker Hey Hey Films.

THE SEASONS OF DUBLIN



Christmas



Fall



Fall



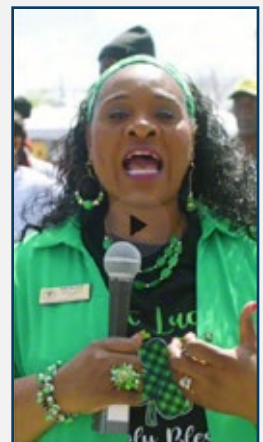
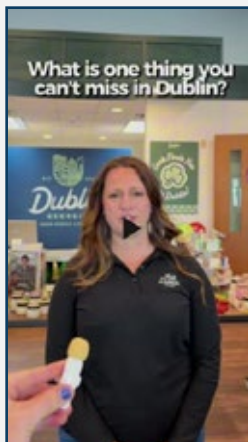
Spring



Summer

GOOD GRIT REELS

Additional short-form content created in partnership with Good Grit Agency kept Dublin moving across social throughout the year.



COMMUNITY ENGAGEMENT

Showing Up for Dublin

Promoting a community starts with being part of it. Throughout FY26, the Visit Dublin GA team served, volunteered, supported local organizations, and stayed connected to the people doing good work across Dublin and Laurens County.

COMMUNITY INVOLVEMENT INCLUDED

READ to LEAD

Leadership Dublin Laurens

Dublin Main Street Players

Friends of the Carnegie

Keep Dublin Laurens Beautiful

Dublin-Laurens St. Patrick's Festival

Festival of Trees

Leprechaun Contest

Great American Clean Up

Dublin Daylily Club Show & Sale

UGA Archway Partnership

Downtown Dublin Coffee Breaks

Summer Youth Works Program

America's Semiquincentennial
Proclamation

The best destination marketing starts with knowing,
and loving, the place you're inviting people to visit.

KEY PROJECTS

Good Work, Close to Home

FY26 brought new projects, returning favorites, and plenty of collaboration. Through partnerships with local organizations, businesses, and community leaders, Visit Dublin GA created new ways for visitors and locals to experience the people, places, and stories that make Dublin worth exploring.



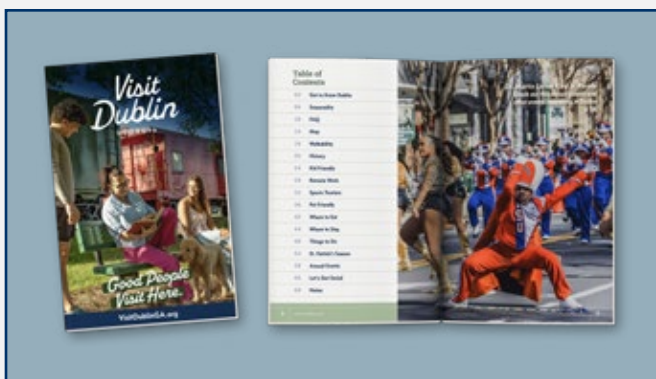
COMMUNITY ADVOCATE PROGRAM

Continued building a network of people equipped to share Dublin's story and help visitors experience the community like a local.



HOLLY JOLLY WELCOME

Brought a little extra Christmas cheer to the Dublin Visitors Center.



DUBLIN DESTINATION GUIDE

Created a go-to resource to help visitors turn inspiration into an actual Dublin itinerary.



WEEKLY EVENT GRAPHICS

Made it easier for visitors and locals to see what was happening around town every week.

KEY PROJECTS

Good Work, Close to Home



ONE DAY: DUBLIN'S CIVIL RIGHTS EXPERIENCE

Hosted public and private Readers' Theatre experiences at First African Baptist Church, including sessions with the Georgia Downtown Association and Leadership Georgia, immersing participants in a pivotal chapter of Dublin's history and the nation's Civil Rights Movement.



NATIONAL TRAVEL & TOURISM WEEK

Celebrated the people who make good visits happen through:

- America the Beautiful info booth
- Good Visits Happen Here (Because of YOU!) hospitality appreciation event
- Good Info Expo



GEORGIA US 250

Helped secure official Georgia US 250 recognition for multiple Dublin events as the community prepared to celebrate America's 250th.



LOCAL TOURISM MARKETING GRANT

Continued investing in projects that strengthen Dublin's visitor experience and tourism story.

Good Grit Agency Projects

Making Dublin Easier to See, Explore & Share

Our ongoing partnership with Good Grit Agency brought Dublin to life across campaigns, visitor resources, signage, events, digital content, and community partnerships throughout FY26.

From helping visitors find dinner after a tournament to giving downtown nightlife a name of its own, each project had the same goal: make Dublin easier to discover, easier to navigate, and harder to forget.

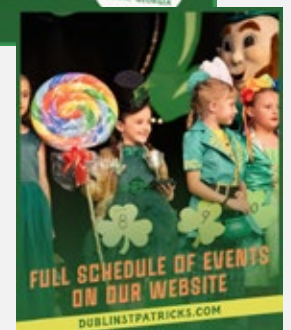
GOOD GRIT AGENCY PROJECTS

St. Patrick's, Refreshed

One of Dublin's biggest traditions got a fresh look in FY26 through a partnership between Visit Dublin GA, Good Grit Agency, and the Dublin-Laurens St. Patrick's Festival Committee.

Projects included:

- St. Patrick's Festival brand refresh
- St. Patrick's visitor info card
- Updated St. Patrick's advertising
- Festival and seasonal banners



GOOD GRIT AGENCY PROJECTS

Sippin' Among Shamrocks

FY26 introduced Sippin' Among Shamrocks, a visitor-friendly identity for Downtown Dublin's restaurant and entertainment district. The project created a clearer way to invite visitors to eat, drink, explore, and make a night of downtown.

Projects included:

- Entertainment district positioning and messaging
- Restaurant + entertainment map
- Landing page
- Visitor information and guidelines
- Branded merchandise



GOOD MUSIC
GOOD FRIENDS
GOOD TIMES



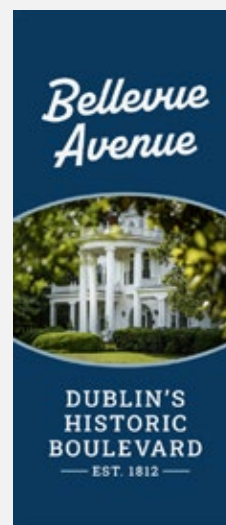
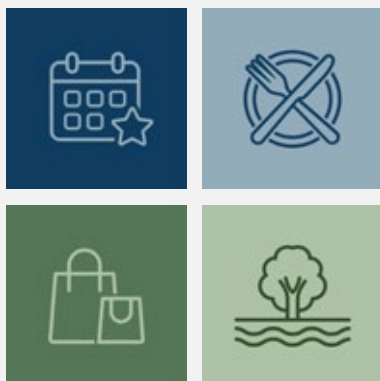
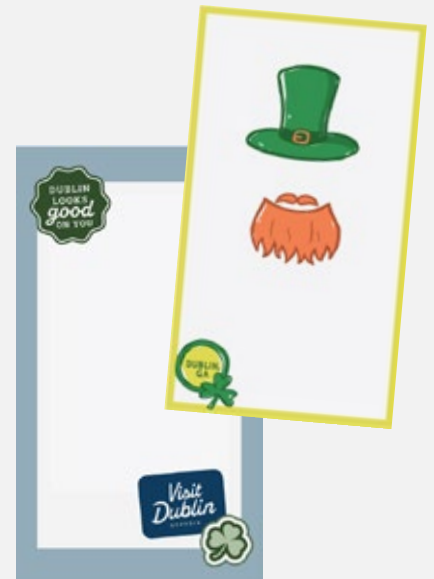
GOOD GRIT AGENCY PROJECTS

Helping Visitors Find What's Next

Sometimes the best tourism tool is simply putting the right information in the right place. These pieces turned everyday visitor touchpoints into opportunities to discover another event, restaurant, attraction, or reason to keep exploring Dublin.

Visitor-facing projects included:

- A-frame visitor signage
- Visitor Center bathroom posters
- Visitor Center kiosk frame
- New Dublin icon system
- Media one-sheet
- Seasonal banners



GOOD GRIT AGENCY PROJECTS

From the Ballpark to Downtown

In partnership with the Dublin-Laurens County Recreation Authority, Visit Dublin and Good Grit created concession-stand signage for Southern Pines Regional Park designed to introduce tournament families to what's waiting just beyond the fields.

Messaging pointed visitors toward downtown dining, local events, and more reasons to explore Dublin between games—or plan another trip after the tournament ends.

Visit Dublin community footage was also shared with the Recreation Authority to complement ballpark footage in a destination video used to promote Dublin to tournament officials and help pursue the 2028 Diamond Youth Baseball World Series.

Between Games?

Go Explore.

YOU'RE JUST A QUICK 8-MINUTE DRIVE FROM

-  **Downtown restaurants**
-  **Local shops**
-  **Live music & events**

Where to Eat


Events


Places to Stay




Come for the tournament.
Make it a trip.

VisitDublinGA.org

GO WHERE THE LOCALS GO

You're 8 Minutes from *Downtown Dublin*

 Local restaurants	 Live music & events
 Drinks & patios	 Shops & downtown charm

Hungry? Start here
Scan for Where to Eat


Looking for fun?
Scan for Events


Staying the weekend?
Scan for Places to Stay




National Travel & Tourism Week

FY26's Travel & Tourism Week programming created two new opportunities to connect with the people who make great visits possible.

Good Visits Happen Here (Because of YOU!)

A hospitality appreciation program created to thank the businesses, employees, and community partners who shape the visitor experience every day.

Good Info Expo

A community-focused event designed to make useful local information a little more fun to discover. Good Grit projects included:

- Welcome sandwich board
- Entry signage
- Interactive Bingo card
- Supporting event collateral



Visit Dublin Georgia

Good Info Expo Bingo

Visit each booth, collect initials, and fill your card to play.

Name: _____

Phone: _____

Meal Count: _____

How to Play

- Visit booths and collect initials in each
- Fill the whole card (that's a **BLACKOUT**) to enter to win prizes
- Turn in your completed card at the Visit Dublin GA booth by 2 PM

What Happens Next?

Lunch On Us
This card = your meal ticket
Enjoy a free lunch courtesy of the City of Dublin Gas Department

THE ONLY GAME W

City of Dublin Sanitation Department	City of Dublin Fire Department	City of Dublin Gas Department	Visit Dublin GA	Good Info Expo Bingo
UGA Archway Program	Oconee Fall Line Technical College	Georgia Military College	Laurens County Library	Dublin Laurens County Chamber of Commerce
Downtown Dublin Development Authority	UGA Extension - Laurens County	Free Space	Keep Dublin Laurens Beautiful	City Passport
ART Dublin	Middle Georgia State University	Riverview Golf Course	City of Dublin Parks & Recreation	City of Dublin Police Department
Middle Georgia Friends & Shenanigans	Dublin-Laurens County Recreation Authority	Georgia State Parks	Dublin-Laurens St. Patrick's Committee	Explore Georgia

GOOD GRIT AGENCY PROJECTS

Keeping Dublin in the Feed

Throughout FY26, Visit Dublin and Good Grit continued creating timely content that gave visitors and locals a reason to keep checking in. The mix allowed us to promote what was happening now while also telling deeper stories about the businesses, traditions, and people behind our community.

Ongoing content included:

- Bi-monthly newsletters
 - Event-focused editions
 - Community Highlights
- Seasonal and updated summer advertising
- Short-form social content and Reels
- Weekly event promotion
- Fall and St. Patrick's influencer research and trip coordination





LOOKING AHEAD

Keep Going, Dublin.

FY26 took Dublin more places, put our stories in front of more people, and gave visitors new ways to connect with our community. Along the way, visitor spending continued supporting local jobs and businesses, while partnerships across Dublin helped turn good ideas into even better visitor experiences.

There's always another story to tell, another person to welcome, and another reason to visit.

As Visit Dublin GA looks ahead, the focus stays where it belongs: on the people, places, traditions, and unexpected moments that make this community so good.

**Here's to more good visits, stronger partnerships,
and all the good things still ahead.**