



DUBLIN[®] IRISH FESTIVAL



2023 Dublin Irish Festival

Economic Impact Study | Dublin, Ohio | August 4 - 6, 2023

DATA COLLECTION

Survey technique	On-site survey
Survey methodology	Respondents recruited at the event
Sample size	Approximately 750 completed surveys
Days surveyed	All days of festival



ECONOMIC MODELING

Tourism expenditure inputs	On-site survey
Operational expenditure inputs	Accounting records
Economic modeling	Enigma Special Events Impact Model



1

Total economic impact of 2023 Dublin Irish Festival estimated at \$12.0M

- Non-local attendees and event operations resulted in approximately \$7.6M of new spending
- Estimate includes direct, indirect, and induced impact

2

Local employment supported by event

- Equivalent of 145 full-year jobs supported by festival
- Estimated \$2.0M in tax revenue generated by event-related spending

3

Event attracts tourists from many regions

- 51% of attendees resided beyond Greater Columbus Area
- Among non-locals, 29% resided outside Ohio

4

Local residents spent \$2.9M related to event

- While not economic impact, demonstrates local support for 2023 Dublin Irish Festival
- Locals spent approximately \$1.3M on food and beverages

5

Sponsors recalled and appreciated by attendees

- Wendy's and Guinness most recalled sponsors overall
- Majority choose to do business with companies that support event

6

Product use and ownership measured

- Survey collected information on festival-goer consumption of products
- Data includes big-ticket purchases and everyday items

7

Festival web site and Facebook most popular information sources

- 51% of attendees obtained information from festival's web site; 44% from Facebook
- Many also consulted television, radio, and print

8

Event highly rated by attendees

- Majority of respondents rated all aspects of event favorably
- Entertainment, onsite guide/map, layout, and cultural area ranked highest

ECONOMIC BENEFITS



ECONOMIC BENEFITS



ECONOMIC IMPACT

	2023	2018
	GREATER COLUMBUS METROPOLITAN AREA	
INITIAL EXPENDITURES	\$7.6M	\$5.6M
<i>Spending by non-local attendees</i>	<i>\$6.0M</i>	<i>\$3.8M</i>
<i>Event operations</i>	<i>\$1.6M</i>	<i>\$1.8M</i>
GDP	\$12.0M	\$8.5M
<i>Direct & Indirect</i>	<i>\$9.7M</i>	<i>\$6.9M</i>
<i>Induced Impact</i>	<i>\$2.3M</i>	<i>\$1.6M</i>
EMPLOYMENT SUPPORTED	145	102
TAXES GENERATED	\$2.0M	\$1.5M
<i>Federal</i>	<i>\$0.9M</i>	<i>\$0.6M</i>
<i>State</i>	<i>\$0.6M</i>	<i>\$0.5M</i>
<i>Local</i>	<i>\$0.5M</i>	<i>\$0.4M</i>

ECONOMIC BENEFITS



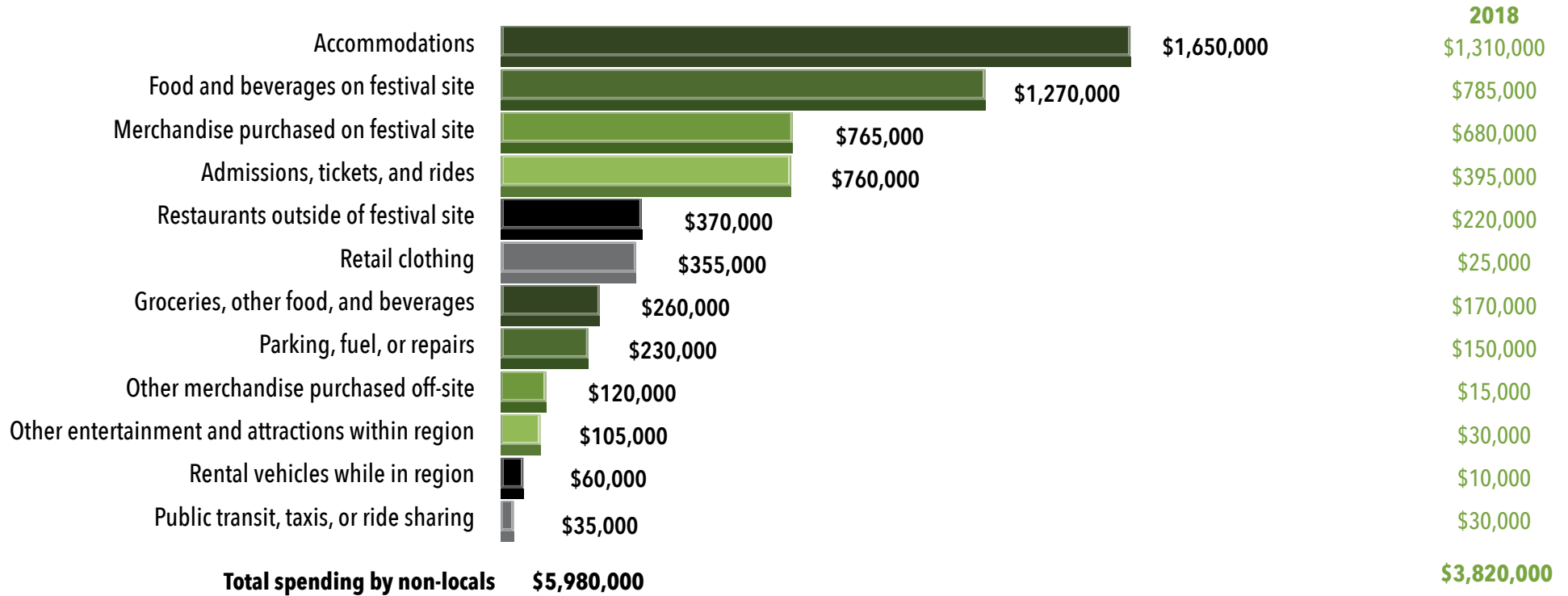
EVENT ATTENDANCE

	2023	2018
TOTAL VISITS	78,000	94,000
Percentage local (Greater Columbus Area)	49%	50%
Percentage non-local (beyond Greater Columbus Area)	51%	50%
Number of locals (Greater Columbus Area)	23,885 (average attended 1.6 days)	27,645 (average attended 1.7 days)
Number of non-locals (beyond Greater Columbus Area)	24,865 (average attended 1.6 days)	27,650 (average attended 1.7 days)
TOTAL UNIQUE ATTENDEES	48,750	55,295

ECONOMIC BENEFITS



SPENDING ESTIMATES BY NON-LOCALS



ECONOMIC BENEFITS



OPERATIONAL SPENDING (SPENT LOCALLY)

			2018
Equipment and vehicle rentals	\$422,452		\$582,135
Wages/salaries paid to staff	\$227,157		\$400,000
Locally hired entertainment	\$124,050		\$136,000
Advertising, promotion, printing	\$71,220		\$98,400
Hotels/accommodations	\$69,150		\$64,000
Waste removal/Port-O-Let rentals	\$61,484		\$60,000
Television production	\$28,655		\$25,000
Security/police	\$28,223		\$21,307
Catering/food/restaurants	\$6,554		\$3,644
Facility/venue rentals	\$0		\$0
Office expenses	\$0		\$16,400
Other expenses	\$608,965		\$365,567
Total operational expenditures	\$1,647,910		\$1,772,453



ECONOMIC BENEFITS



TYPES OF EMPLOYMENT SUPPORTED

	2023	2018
Accommodation and food services	74	50
Retail trade	14	9
Arts, entertainment, and recreation	11	9
Manufacturing	7	4
Health care and social assistance	5	4
Real estate and rental leasing	5	4
Administrative and waste management services	4	3
Professional, scientific, and technical services	4	4
Wholesale trade	4	3
Transportation and warehousing	3	2
Other services	3	2
Finance and insurance	3	2
Other	8	6
Total employment supported (full year job equivalents)	145	102



ECONOMIC BENEFITS



SPENDING ESTIMATES BY LOCALS

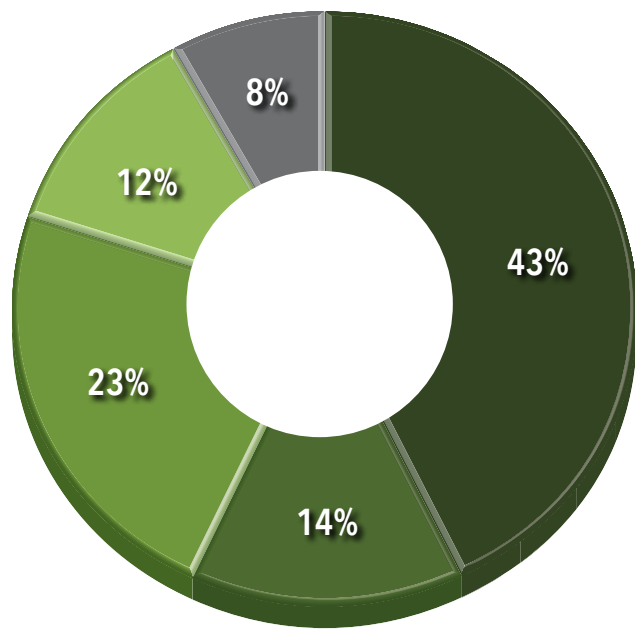
		2018
Food and beverages on festival site	\$1,130,000	\$675,000
Admissions, tickets, and rides	\$565,000	\$355,000
Merchandise purchased on festival site	\$500,000	\$710,000
Retail clothing	\$340,000	\$35,000
Restaurants outside of festival site	\$145,000	\$145,000
Other merchandise purchased off-site	\$90,000	\$15,000
Parking, fuel, or repairs	\$50,000	\$45,000
Public transit, taxis, or ride sharing	\$35,000	\$15,000
Total spending by locals	\$2,855,000	\$1,995,000



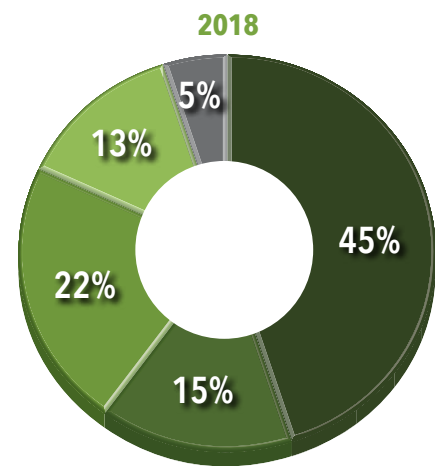


OVERNIGHT STAYS (AMONG NON-LOCALS)

- 0 nights
- 1 night
- 2 nights
- 3 nights
- 4 or more nights



Average nights stayed **1.4 nights**

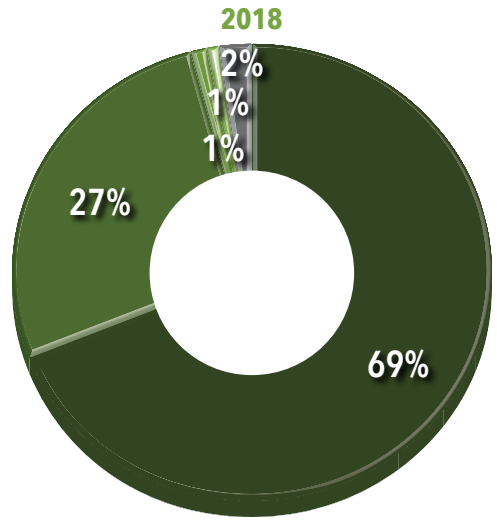
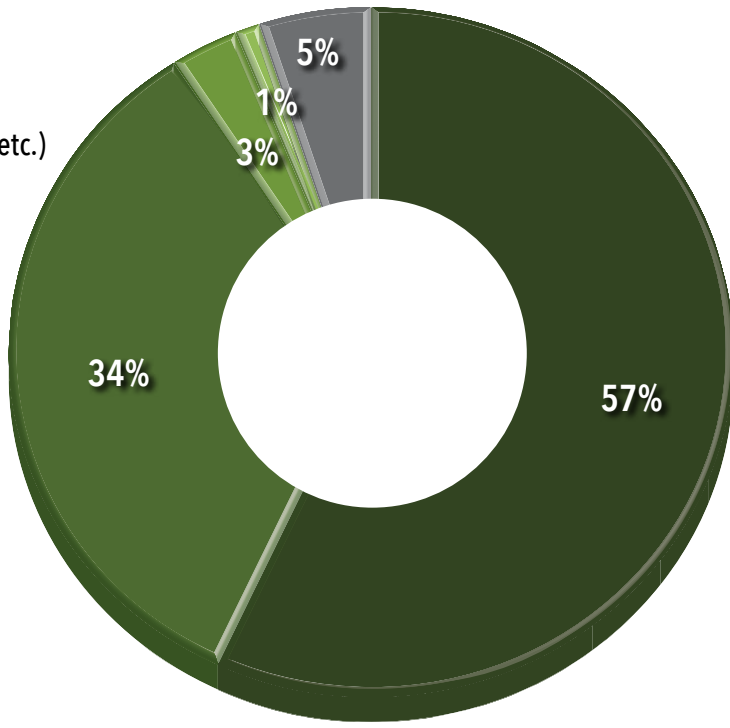


Average nights stayed **1.2 nights**



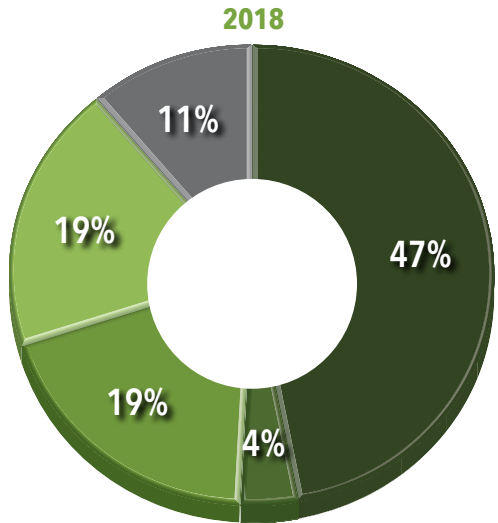
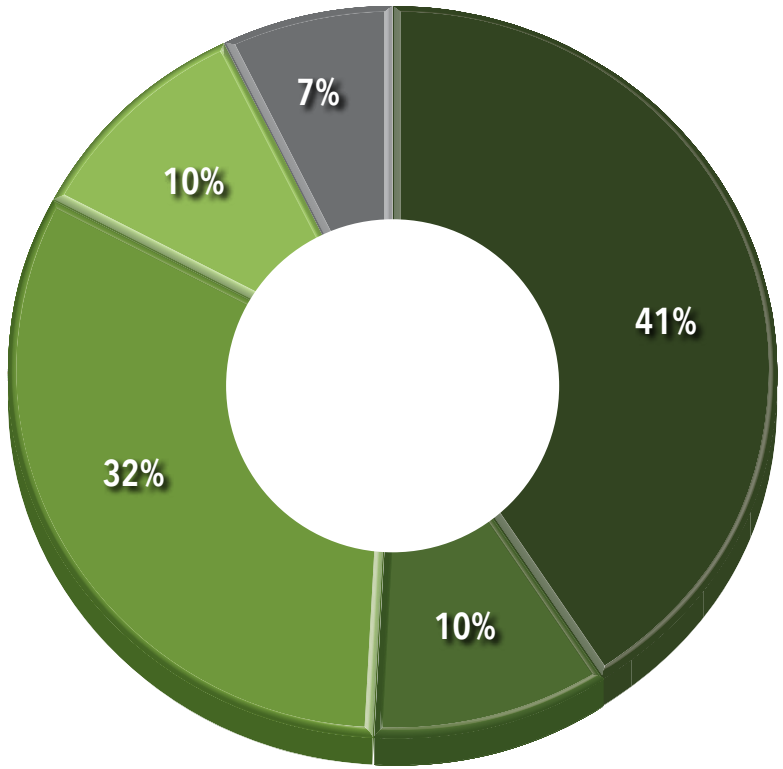
TYPE OF ACCOMMODATION (AMONG RESPONDENTS WHO STAYED OVERNIGHT)

- Hotel or motel
- Private home (friend/relative)
- Vacation rental (Airbnb, VRBO, etc.)
- Camping
- Other accommodations



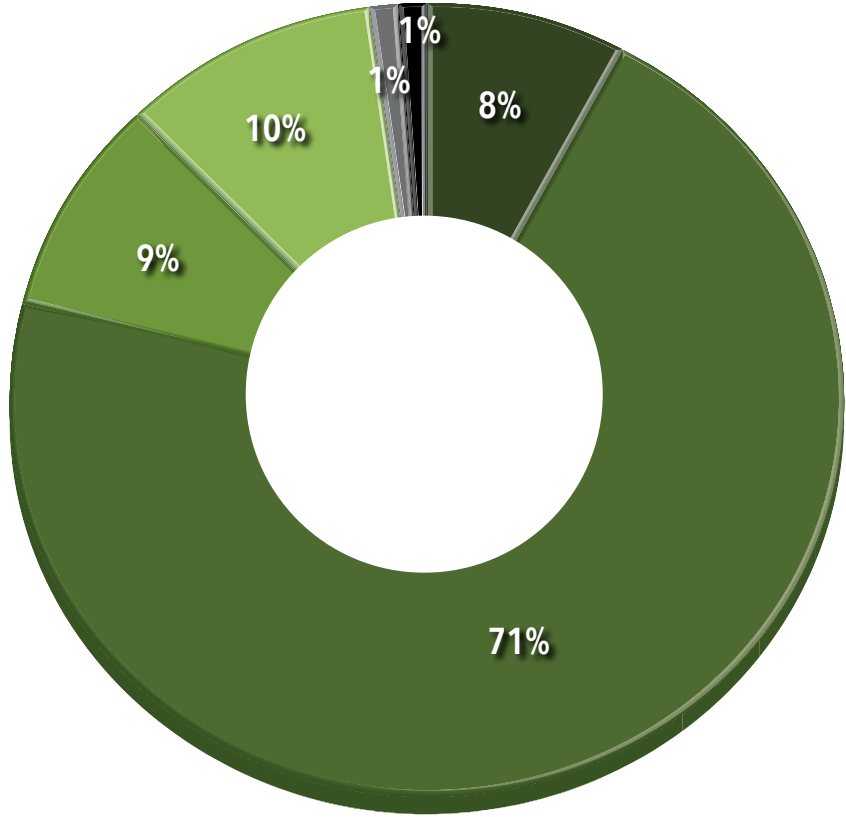
LOCATION OF ACCOMMODATION (AMONG RESPONDENTS WHO STAYED OVERNIGHT)

- Dublin Metro Center
- Bridge Park/AC Marriott
- Elsewhere in Dublin
- Columbus
- Elsewhere in Central Ohio



NUMBER OF PEOPLE STAYED IN ROOM (AMONG RESPONDENTS WHO STAYED IN HOTELS)

- 1 person
- 2 people
- 3 people
- 4 people
- 5 people
- 6 people



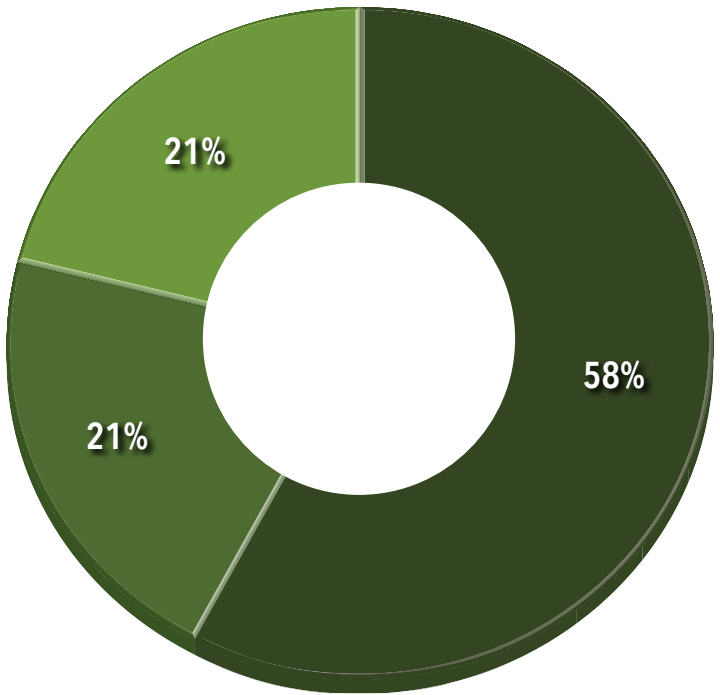
Average: 2.3 people





NUMBER OF DAYS SPENT AT EVENT

- 1 day
- 2 days
- 3 days

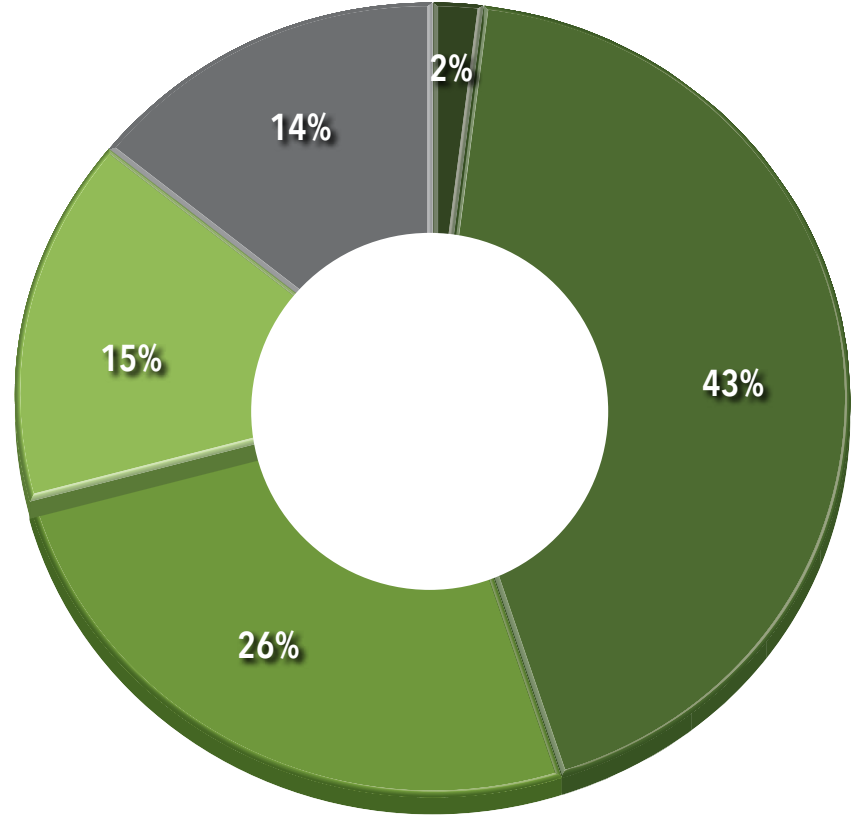


Average: 1.6 days

Number of days spent at event	Locals	Non-Locals	Under 30	30 - 49	50 and over
1 day	58%	56%	68%	57%	35%
2 days	22%	21%	14%	23%	27%
3 days	20%	23%	18%	20%	38%
<i>Average</i>	<i>1.6 days</i>	<i>1.7 days</i>	<i>1.5 days</i>	<i>1.6 days</i>	<i>2.0 days</i>

NUMBER OF HOURS SPENT AT EVENT

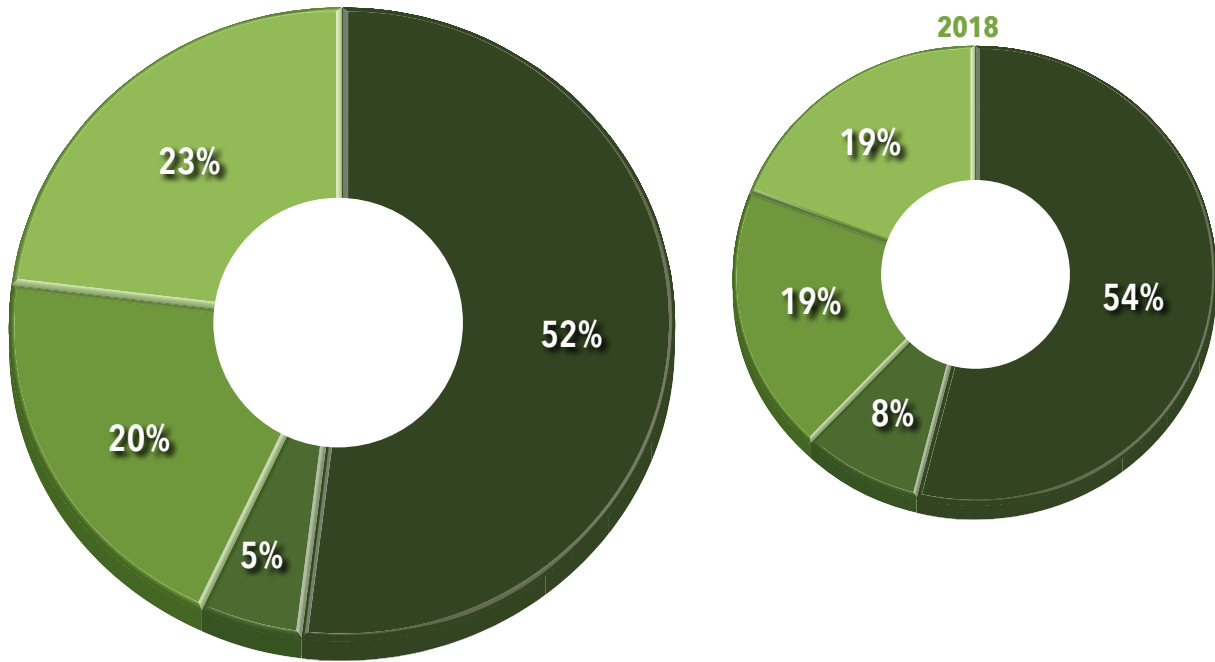
- Under 2 hours
- 2-5 hours
- 6-10 hours
- 11-20 hours
- More than 20 hours



Number of hours spent at event	Locals	Non-Locals	Under 30	30 - 49	50 and over
Under 2 hours	2%	2%	1%	1%	1%
2-5 hours	49%	37%	48%	42%	27%
6-10 hours	25%	28%	30%	28%	23%
11-20 hours	14%	16%	16%	14%	23%
More than 20 hours	10%	17%	5%	15%	26%

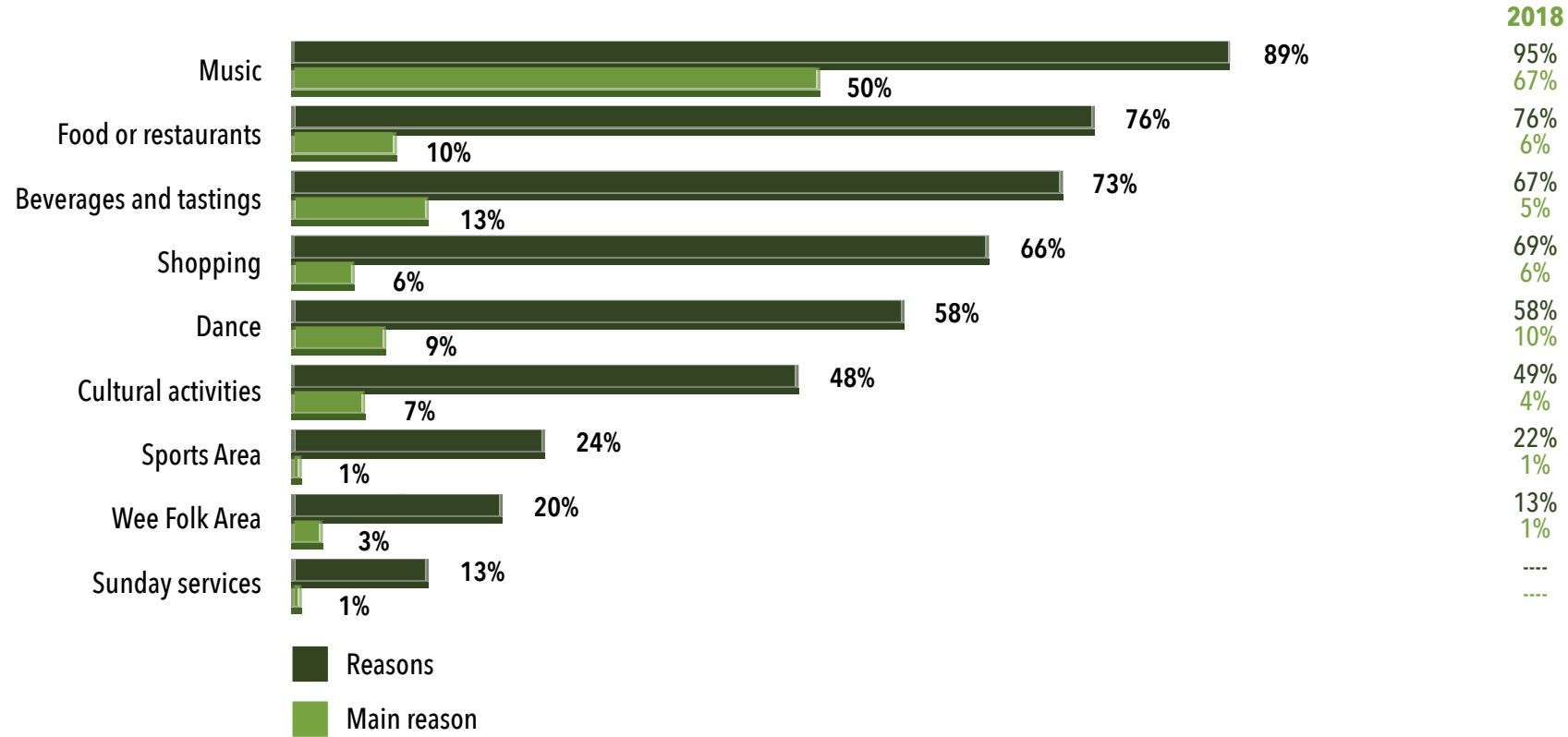
LAST YEAR ATTENDED EVENT

- Last year
- Two years ago
- More than two years ago
- Never previously attended (first time)



Last year attended event	Locals	Non-Locals	Under 30	30 - 49	50 and over
Last year	60%	44%	48%	56%	62%
Two years ago	6%	4%	6%	5%	5%
More than two years ago	17%	23%	14%	21%	18%
Never previously attended (first time)	17%	29%	32%	18%	15%

REASONS FOR VISITING EVENT



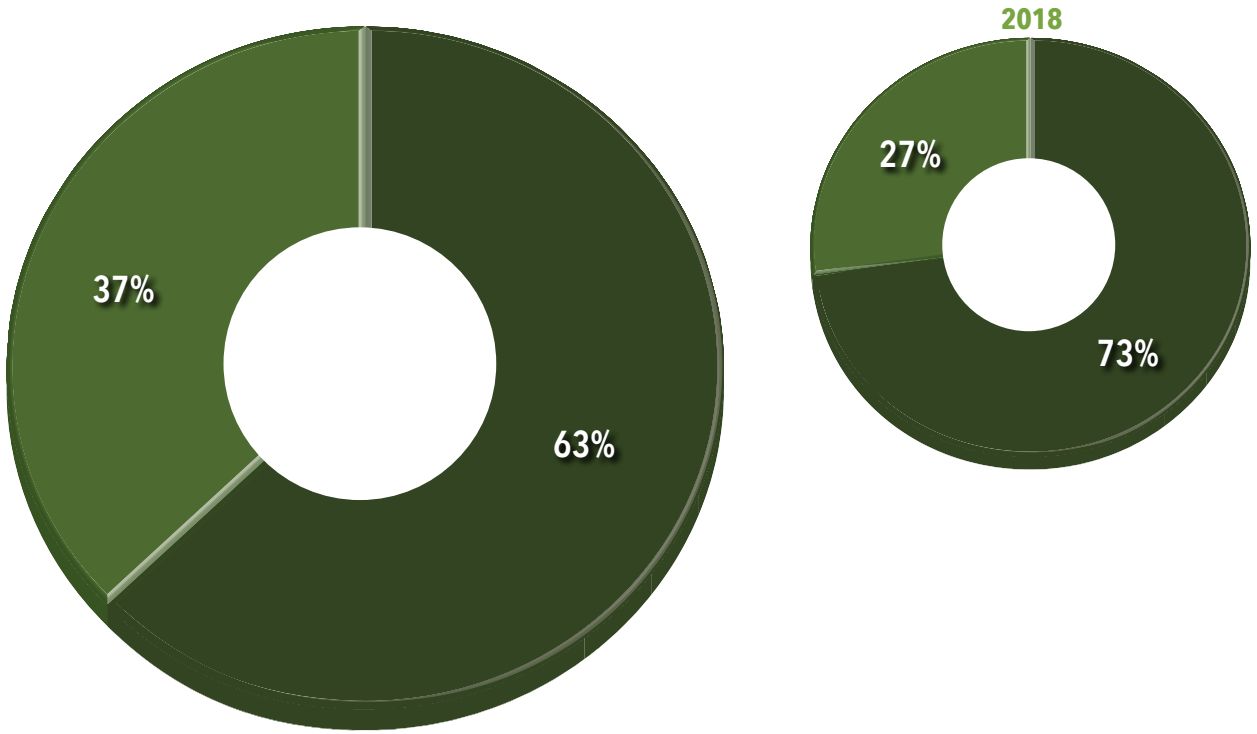
Reasons for visiting event	Locals		Non-Locals		Under 30		30 - 49		50 and over	
	Reasons	Main reason	Reasons	Main reason	Reasons	Main reason	Reasons	Main reason	Reasons	Main reason
Music	88%	46%	91%	53%	92%	39%	91%	49%	92%	72%
Food or restaurants	76%	12%	76%	8%	79%	18%	80%	13%	74%	4%
Beverages and tastings	72%	14%	73%	12%	74%	11%	77%	11%	70%	7%
Shopping	61%	4%	70%	8%	67%	4%	67%	3%	69%	5%
Dance	58%	11%	59%	6%	58%	11%	61%	10%	59%	3%
Cultural activities	42%	6%	53%	9%	56%	13%	52%	8%	51%	6%
Sports Area	24%	1%	24%	1%	33%	1%	27%	1%	22%	1%
Wee Folk Area	23%	4%	18%	3%	13%	0%	31%	5%	11%	1%
Sunday services	14%	2%	11%	0%	7%	3%	9%	0%	21%	1%

SPONSORSHIP



SPONSOR RECALL

- Could recall at least one sponsor
- Could not recall any sponsors

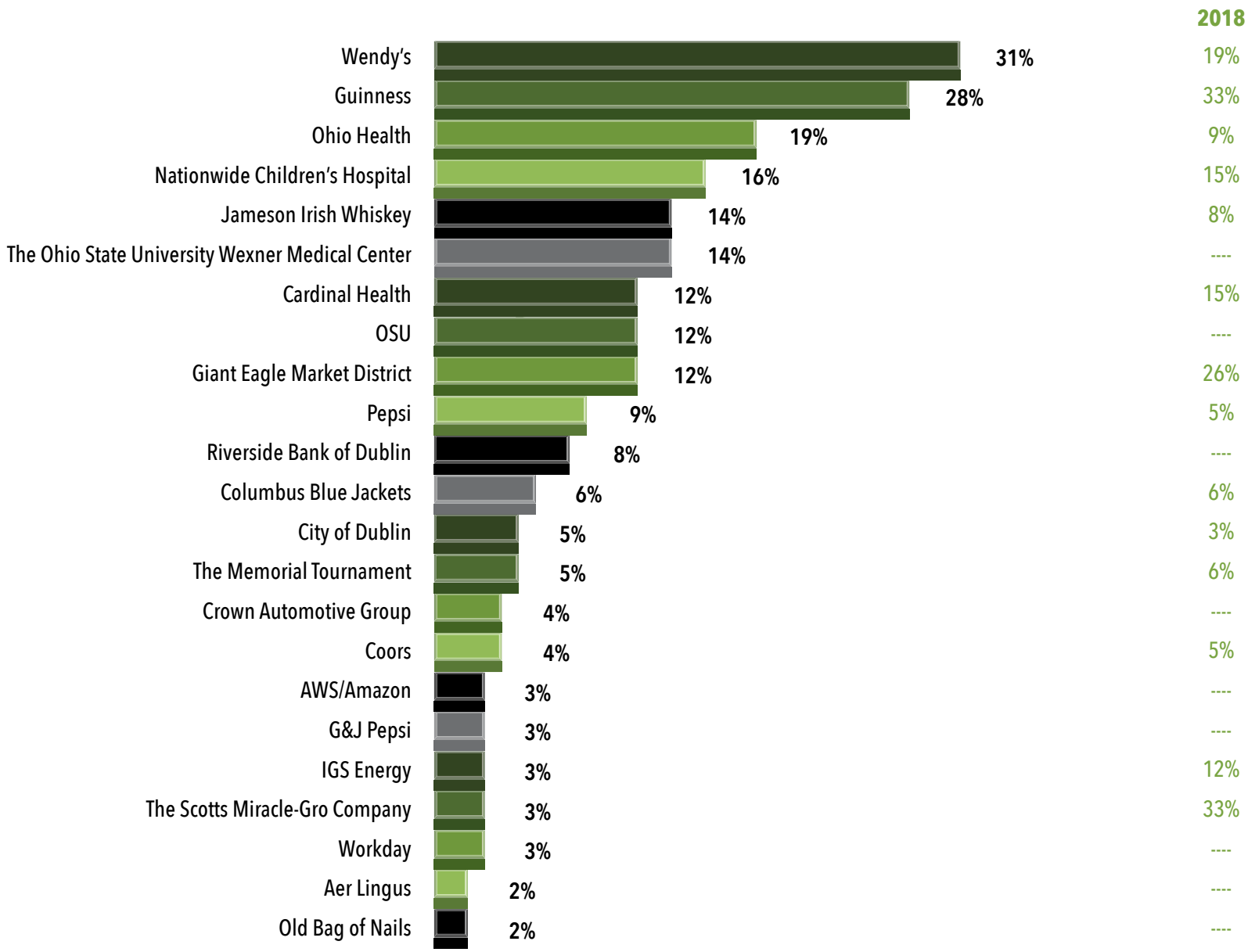


Sponsor recall	Locals	Non-Locals	Under 30	30 - 49	50 and over
Could recall at least one sponsor	71%	55%	76%	62%	75%
Could not recall any sponsors	29%	45%	24%	38%	25%

SPONSORSHIP



UNAIDED SPONSOR RECALL (AMONG THOSE WHO COULD RECALL SPONSORS)



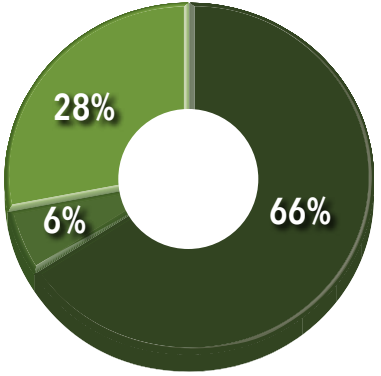
UNAIDED SPONSOR RECALL (AMONG THOSE WHO COULD RECALL SPONSORS)

Unaided sponsor recall (among those who could recall sponsors)	Locals	Non-Locals	Under 30	30 - 49	50 and over
Wendy's	33%	29%	37%	35%	31%
Guinness	22%	36%	30%	22%	38%
Ohio Health	22%	16%	11%	26%	18%
Nationwide Children's Hospital	22%	9%	9%	25%	13%
Jameson Irish Whiskey	12%	17%	15%	12%	19%
The Ohio State University Wexner Medical Center	11%	16%	20%	14%	12%
Cardinal Health	11%	12%	9%	10%	11%
OSU	11%	12%	17%	8%	12%
Giant Eagle Market District	12%	11%	9%	12%	15%
Pepsi	8%	10%	11%	4%	8%
Riverside Bank of Dublin	5%	12%	7%	8%	11%
Columbus Blue Jackets	6%	5%	4%	12%	4%
City of Dublin	5%	5%	4%	7%	6%
The Memorial Tournament	5%	4%	2%	3%	5%
Crown Automotive Group	4%	5%	7%	4%	4%
Coors	5%	3%	9%	3%	3%
AWS/Amazon	3%	4%	0%	7%	2%
G&J Pepsi	3%	3%	4%	1%	5%
IGS Energy	4%	1%	2%	3%	5%
The Scotts Miracle-Gro Company	4%	1%	0%	1%	3%
Workday	2%	3%	0%	3%	2%
Aer Lingus	3%	1%	0%	2%	2%
Old Bag of Nails	2%	1%	2%	1%	3%

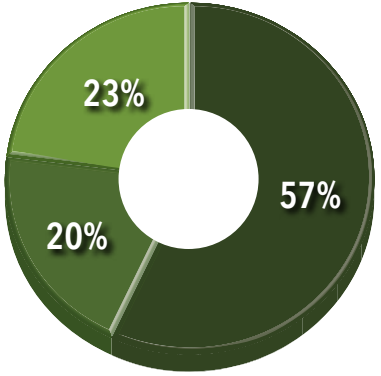
STATEMENTS ABOUT EVENT AND SPONSORS



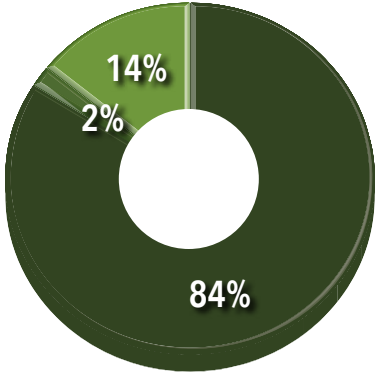
"ALL OTHER THINGS BEING EQUAL, I CHOOSE TO DO BUSINESS WITH COMPANIES THAT SUPPORT THIS EVENT"



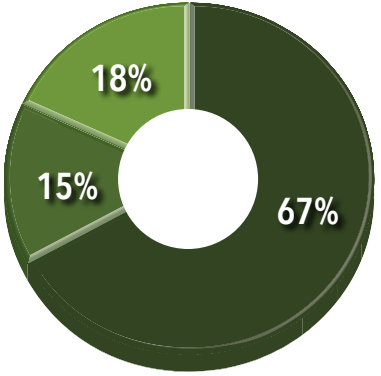
"I LEARNED ABOUT NEW BRANDS OR PRODUCTS AT THIS EVENT"



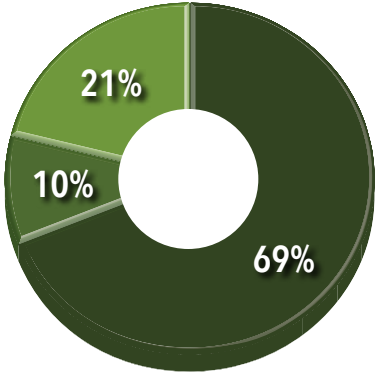
"THIS EVENT ENHANCES THE QUALITY OF LIFE FOR PEOPLE LIVING IN THIS REGION"



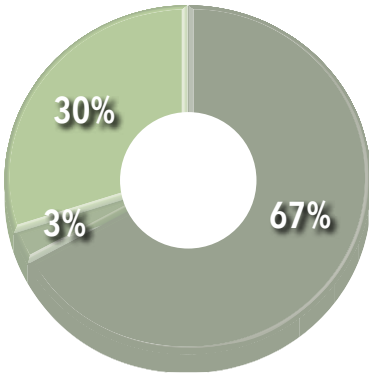
"THIS FESTIVAL RE-CONNECTS ME WITH MY IRISH HERITAGE"



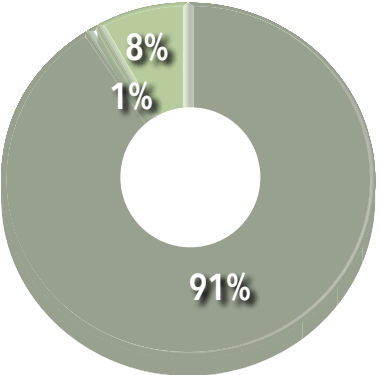
"BASED ON MY EXPERIENCE AT THIS EVENT, I WOULD RETURN TO THIS REGION FOR A VACATION"



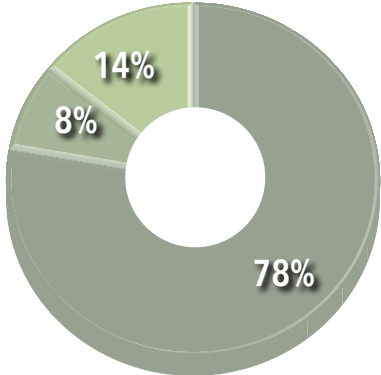
2018



2018



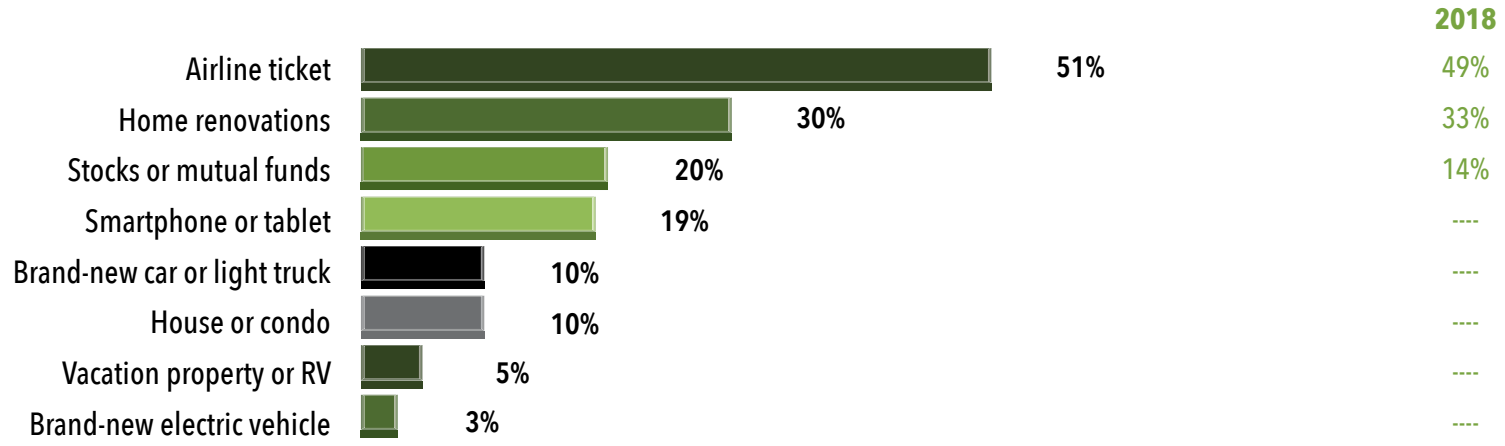
2018



STATEMENTS ABOUT EVENT AND SPONSORS

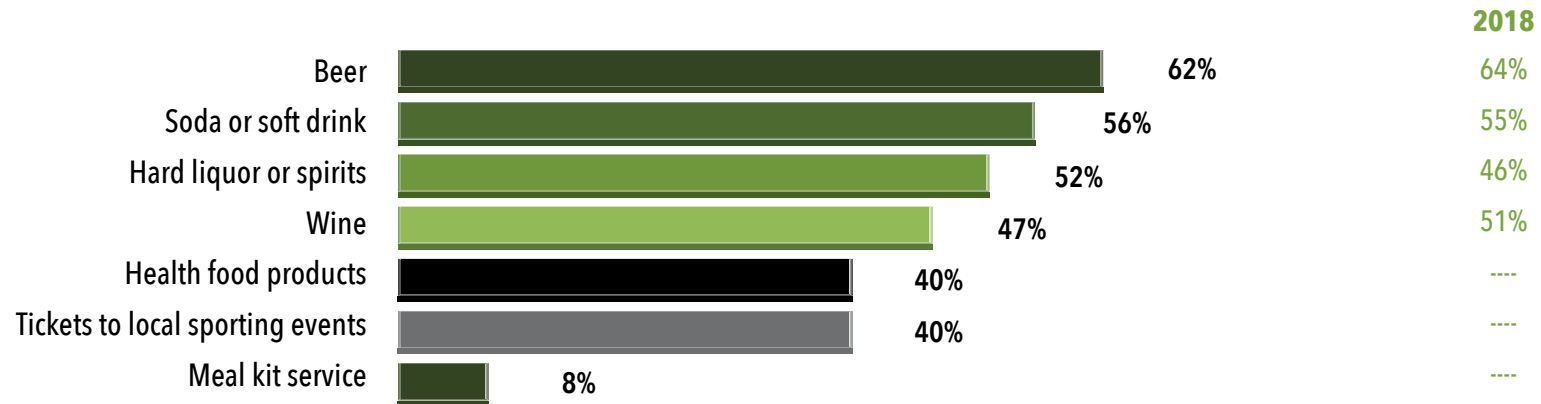
Statements about event and sponsors		Locals	Non-Locals	Under 30	30 - 49	50 and over
"All other things being equal, I choose to do business with companies that support this event"	agree	65%	65%	71%	67%	68%
	disagree	8%	5%	8%	5%	5%
	not sure	27%	30%	21%	28%	27%
"I learned about new brands or products at this event"	agree	52%	61%	67%	56%	57%
	disagree	25%	15%	14%	24%	18%
	not sure	23%	24%	19%	20%	25%
"This event enhances the quality of life for people living in this region"	agree	84%	82%	86%	83%	86%
	disagree	3%	2%	1%	3%	2%
	not sure	13%	16%	13%	14%	12%
"This festival re-connects me with my Irish heritage"	agree	60%	73%	64%	66%	72%
	disagree	20%	11%	10%	15%	18%
	not sure	20%	16%	26%	19%	10%
"Based on my experience at this event, I would return to this region for a vacation"	agree	63%	74%	69%	69%	71%
	disagree	12%	8%	10%	10%	10%
	not sure	25%	18%	21%	21%	19%

PURCHASE EXPECTATIONS (NEXT 12 MONTHS)



Purchase expectations (next 12 months)	Locals	Non-Locals	Under 30	30 - 49	50 and over
Airline ticket	58%	43%	45%	55%	58%
Home renovations	32%	28%	14%	35%	37%
Stocks or mutual funds	22%	19%	26%	22%	22%
Smartphone or tablet	23%	16%	8%	28%	12%
Brand-new car or light truck	11%	8%	3%	14%	10%
House or condo	10%	9%	11%	13%	7%
Vacation property or RV	5%	5%	8%	5%	6%
Brand-new electric vehicle	4%	1%	5%	3%	1%

PURCHASE EXPECTATIONS (NEXT 30 DAYS)

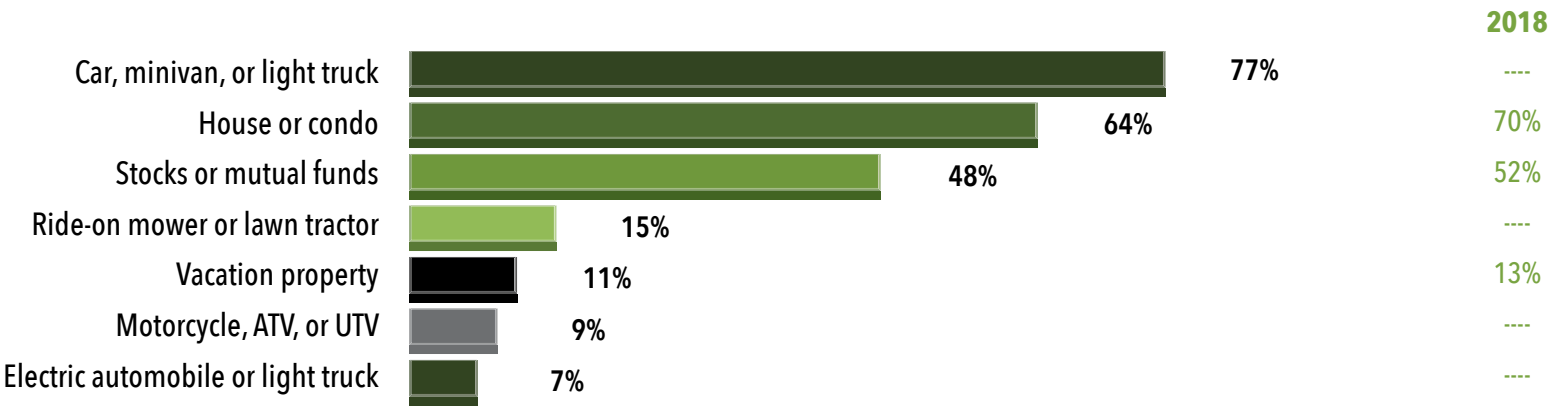


Purchase expectations (next 30 days)	Locals	Non-Locals	Under 30	30 - 49	50 and over
Beer	65%	59%	54%	67%	68%
Soda or soft drink	54%	58%	61%	62%	59%
Hard liquor or spirits	52%	52%	49%	58%	55%
Wine	51%	43%	36%	51%	57%
Health food products	43%	37%	41%	45%	38%
Tickets to local sporting events	45%	35%	38%	43%	43%
Meal kit service	7%	10%	10%	9%	7%

SPONSORSHIP

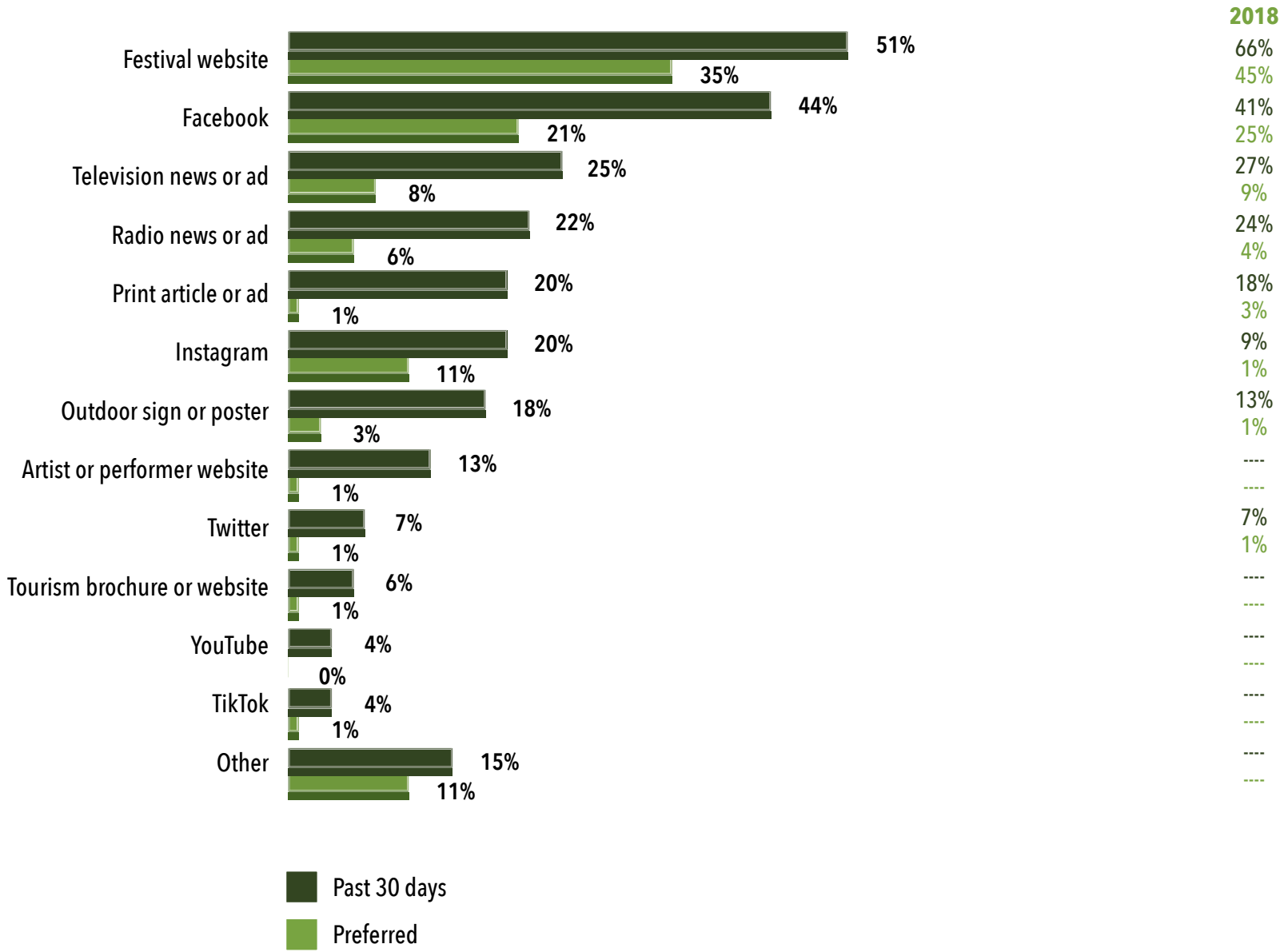


CURRENTLY OWN



Currently own	Locals	Non-Locals	Under 30	30 - 49	50 and over
Car, minivan, or light truck	82%	71%	73%	83%	79%
House or condo	68%	59%	32%	63%	86%
Stocks or mutual funds	51%	44%	35%	48%	64%
Ride-on mower or lawn tractor	9%	22%	8%	16%	22%
Vacation property	12%	11%	11%	9%	17%
Motorcycle, ATV, or UTV	8%	10%	12%	12%	5%
Electric automobile or light truck	7%	8%	8%	8%	7%

SOURCES OF EVENT INFORMATION



Past 30 days
 Preferred

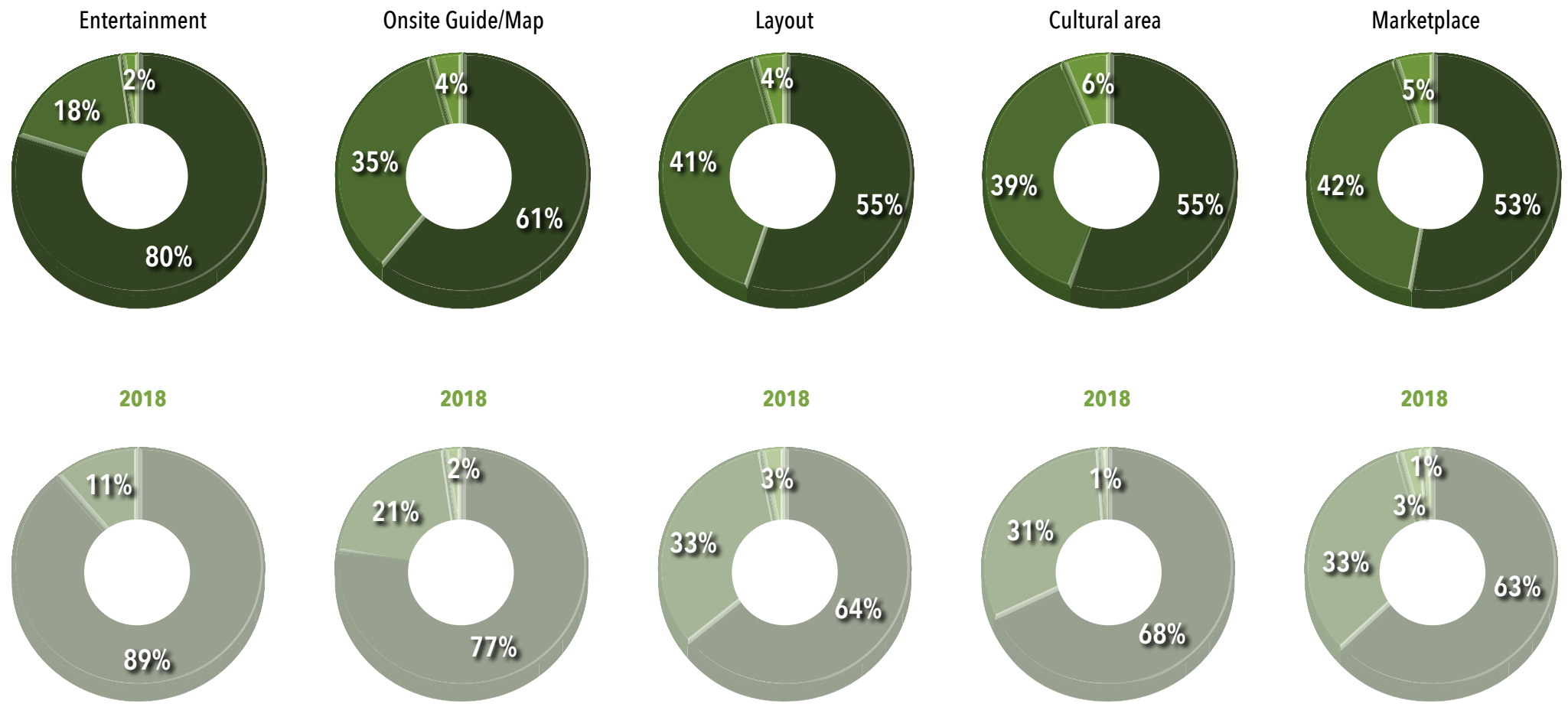
Other responses included: Family, friends, dance school, word of mouth

SOURCES OF EVENT INFORMATION

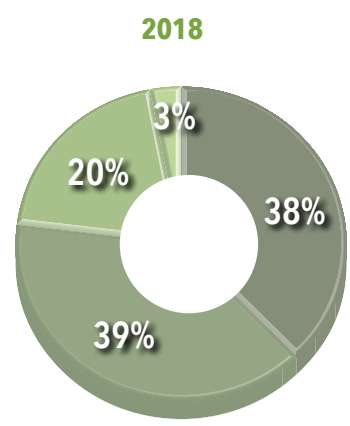
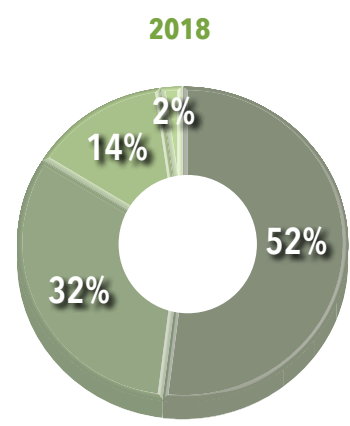
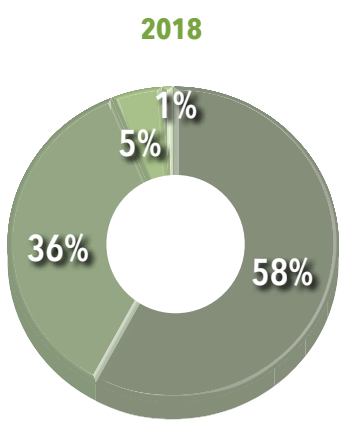
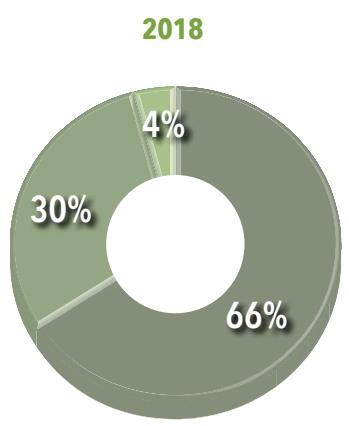
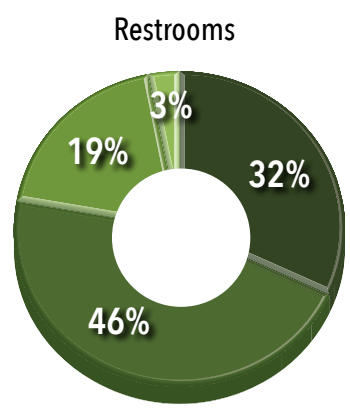
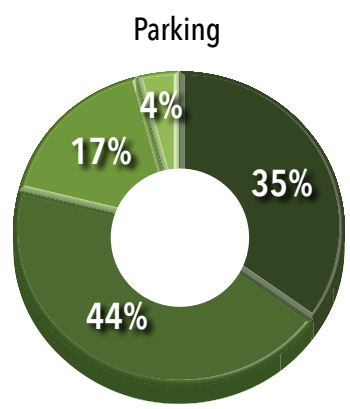
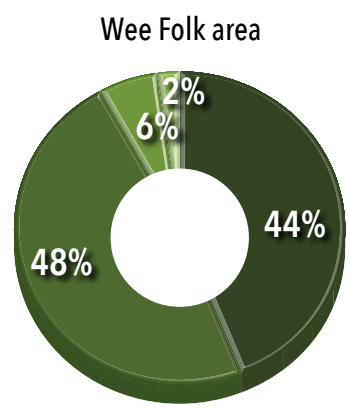
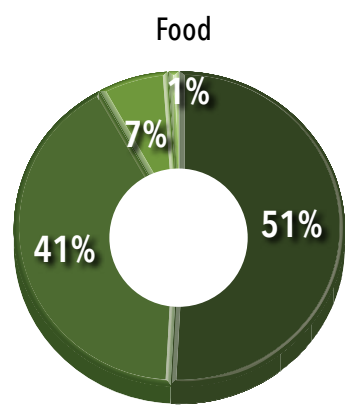
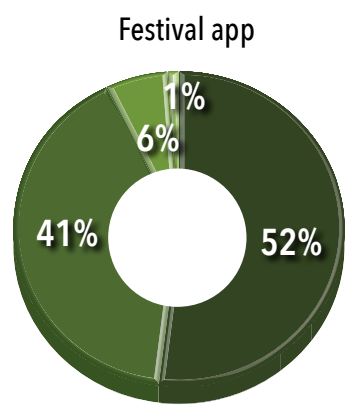
Sources of event information	Locals		Non-Locals		Under 30		30 - 49		50 and over	
	Past 30 days	Preferred	Past 30 days	Preferred	Past 30 days	Preferred	Past 30 days	Preferred	Past 30 days	Preferred
Festival website	52%	32%	51%	36%	36%	20%	54%	33%	57%	38%
Facebook	41%	16%	46%	26%	30%	13%	43%	23%	54%	23%
Television news or ad	33%	11%	17%	5%	11%	0%	22%	7%	35%	12%
Radio news or ad	30%	9%	14%	3%	16%	2%	22%	6%	24%	7%
Print article or ad	30%	2%	8%	1%	14%	0%	19%	1%	23%	2%
Instagram	20%	13%	19%	8%	33%	21%	20%	13%	14%	7%
Outdoor sign or poster	26%	6%	10%	1%	22%	8%	19%	4%	19%	1%
Artist or performer website	11%	0%	14%	1%	13%	0%	13%	1%	16%	1%
Twitter	7%	1%	7%	1%	14%	2%	4%	1%	7%	1%
Tourism brochure or website	5%	0%	6%	2%	6%	3%	3%	0%	4%	1%
YouTube	4%	0%	4%	1%	11%	3%	1%	0%	2%	0%
TikTok	3%	0%	5%	2%	11%	5%	2%	1%	1%	0%
Other	14%	10%	17%	13%	27%	23%	14%	10%	11%	7%

Other responses included: Family, friends, dance school, word of mouth

EVENT RATINGS



EVENT RATINGS (CONTINUED)



EVENT RATINGS

Event ratings	Locals	Non-Locals	Under 30	30 - 49	50 and over
Entertainment					
excellent	79%	79%	76%	78%	88%
good	18%	19%	19%	20%	11%
fair	3%	2%	4%	2%	1%
poor	0%	0%	1%	0%	0%
Onsite Guide/Map					
excellent	61%	60%	62%	58%	64%
good	36%	34%	30%	38%	34%
fair	3%	5%	8%	4%	1%
poor	0%	1%	0%	0%	1%
Layout					
excellent	55%	55%	49%	53%	58%
good	39%	42%	40%	42%	40%
fair	6%	3%	10%	4%	2%
poor	0%	0%	1%	1%	0%
Cultural area					
excellent	52%	58%	50%	55%	60%
good	42%	36%	39%	39%	39%
fair	6%	6%	11%	6%	1%
poor	0%	0%	0%	0%	0%
Marketplace					
excellent	51%	55%	49%	51%	56%
good	42%	41%	39%	45%	41%
fair	7%	4%	11%	4%	3%
poor	0%	0%	1%	0%	0%

EVENT RATINGS (CONTINUED)

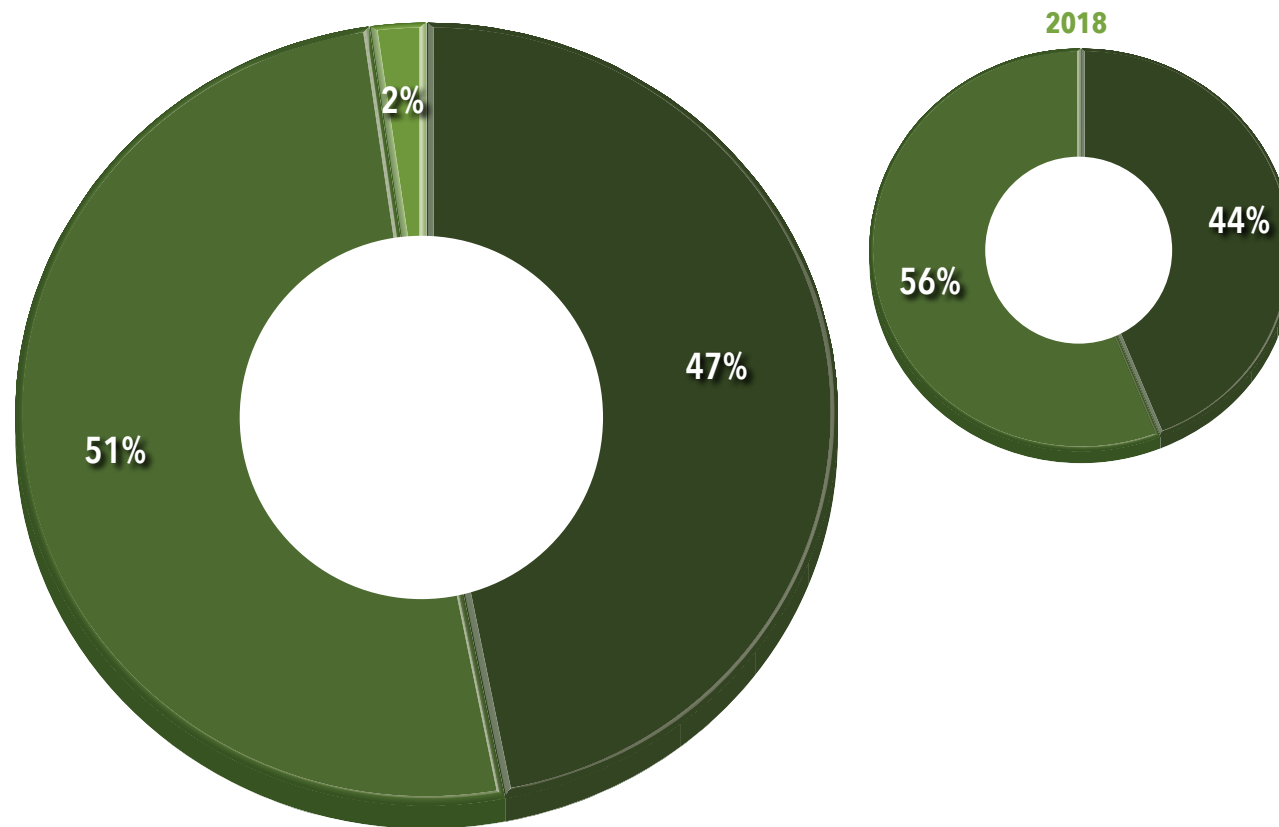
Event ratings	Locals	Non-Locals	Under 30	30 - 49	50 and over
Festival app					
excellent	53%	51%	46%	51%	54%
good	37%	44%	36%	42%	41%
fair	8%	5%	13%	6%	5%
poor	2%	0%	5%	1%	0%
Food					
excellent	52%	51%	53%	53%	51%
good	41%	41%	40%	41%	42%
fair	7%	7%	6%	5%	7%
poor	0%	1%	1%	1%	0%
Wee Folk area					
excellent	44%	45%	43%	43%	46%
good	47%	48%	44%	49%	52%
fair	6%	6%	11%	5%	1%
poor	3%	1%	2%	3%	1%
Parking					
excellent	35%	35%	26%	31%	40%
good	46%	42%	32%	51%	48%
fair	16%	18%	32%	15%	9%
poor	3%	5%	10%	3%	3%
Restrooms					
excellent	32%	31%	35%	29%	29%
good	47%	46%	44%	48%	52%
fair	18%	20%	17%	21%	18%
poor	3%	3%	4%	2%	1%

DEMOGRAPHICS



GENDER

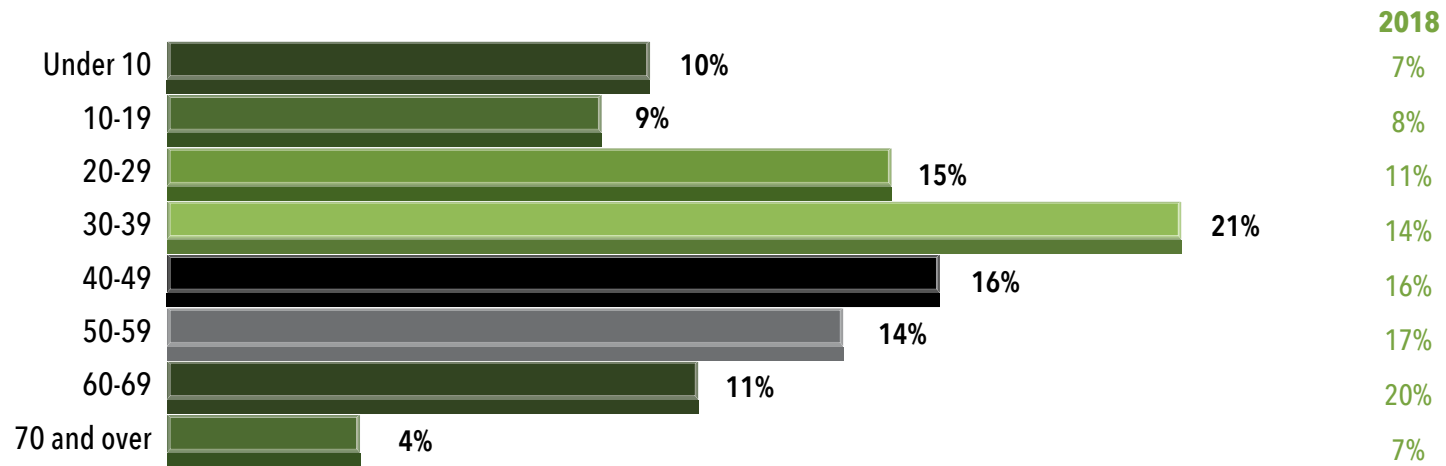
- Male
- Female
- Non-binary



Gender	Locals	Non-Locals	Under 30	30 - 49	50 and over
Male	48%	47%	49%	47%	49%
Female	50%	52%	50%	52%	50%
Non-binary	2%	1%	1%	1%	1%

NOTE: gender categories include respondent and members of party

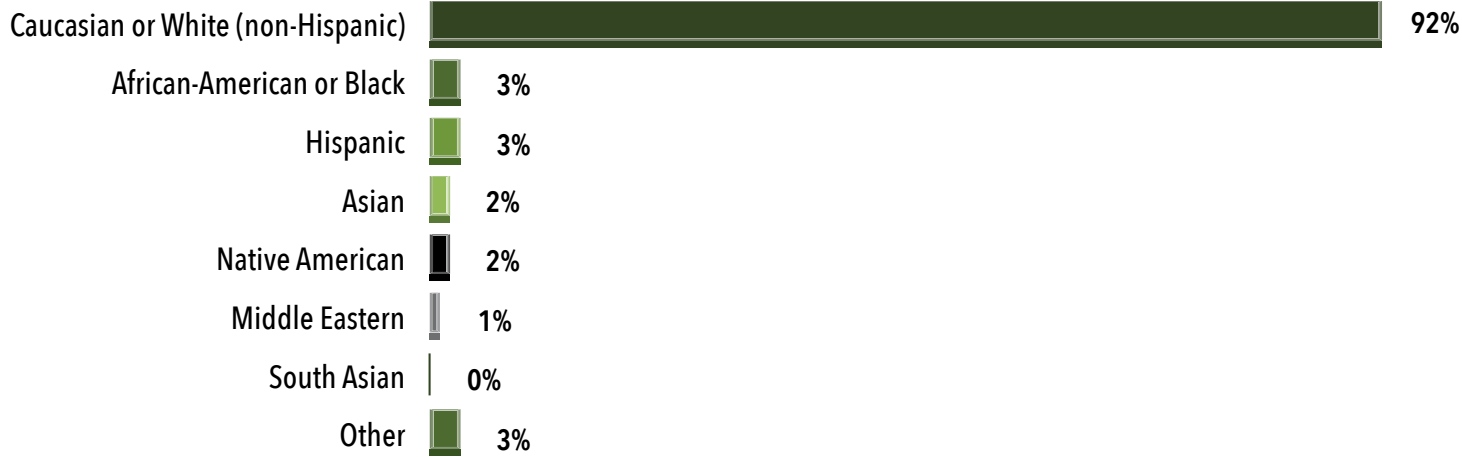
AGE CATEGORIES



Age categories	Locals	Non-Locals	Under 30	30 - 49	50 and over
Under 10	12%	7%	2%	16%	3%
10-19	12%	6%	12%	10%	7%
20-29	12%	18%	60%	4%	8%
30-39	19%	23%	10%	33%	7%
40-49	18%	12%	4%	25%	6%
50-59	12%	17%	5%	4%	36%
60-69	11%	12%	6%	4%	26%
70 and over	4%	5%	1%	4%	7%

NOTE: age categories include respondent and members of party

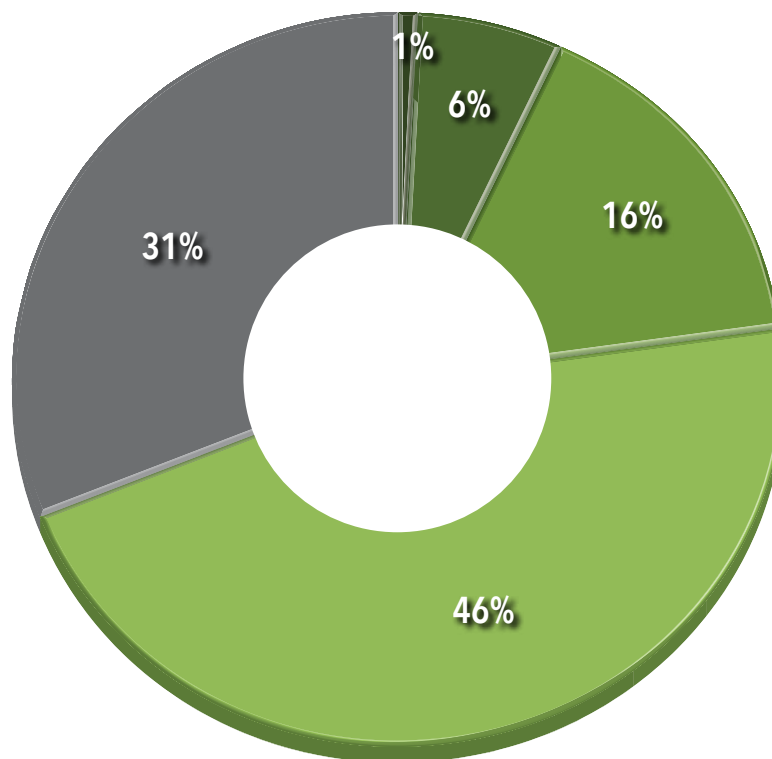
ETHNICITY



Ethnicity	Locals	Non-Locals	Under 30	30 - 49	50 and over
Caucasian or White (non-Hispanic)	92%	93%	94%	91%	97%
African-American or Black	2%	3%	1%	3%	1%
Hispanic	2%	4%	6%	3%	1%
Asian	3%	1%	6%	1%	0%
Native American	2%	1%	1%	2%	1%
Middle Eastern	1%	2%	3%	1%	1%
South Asian	0%	0%	1%	1%	0%
Other	3%	2%	1%	4%	1%

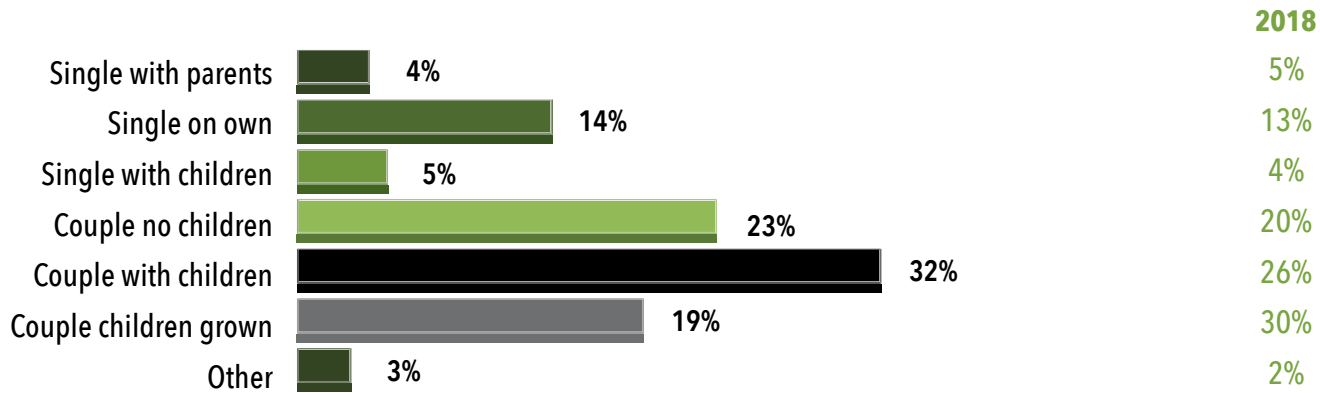
HIGHEST LEVEL OF EDUCATION COMPLETED

- Some high school
- Completed high school
- Some college or university
- Completed college or university
- Graduate or professional school



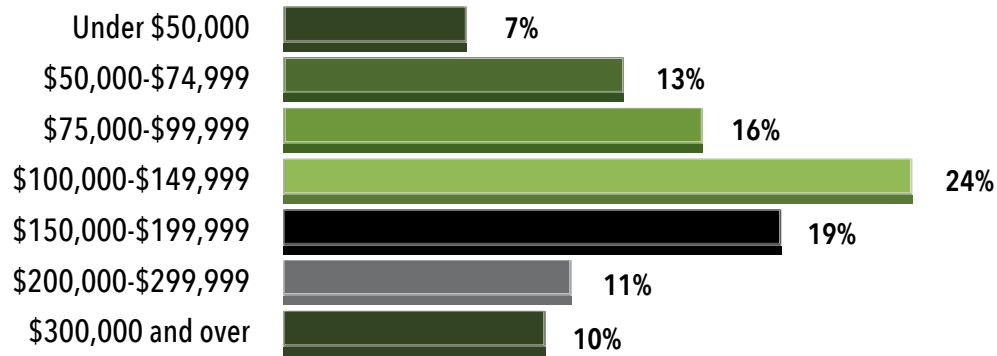
Highest level of education completed	Locals	Non-Locals	Under 30	30 - 49	50 and over
Some high school	2%	1%	6%	0%	0%
Completed high school	5%	7%	10%	5%	5%
Some college or university	13%	18%	23%	15%	13%
Completed college or university	49%	44%	42%	50%	44%
Graduate or professional school	31%	30%	19%	30%	38%

CURRENT LIVING SITUATION



Current Living Situation	Locals	Non-Locals	Under 30	30 - 49	50 and over
Single with parents	3%	6%	20%	2%	1%
Single on own	12%	15%	34%	13%	6%
Single with children	4%	6%	1%	5%	6%
Couple no children	25%	20%	35%	21%	17%
Couple with children	41%	24%	8%	55%	17%
Couple children grown	12%	26%	1%	3%	50%
Other	3%	3%	1%	1%	3%

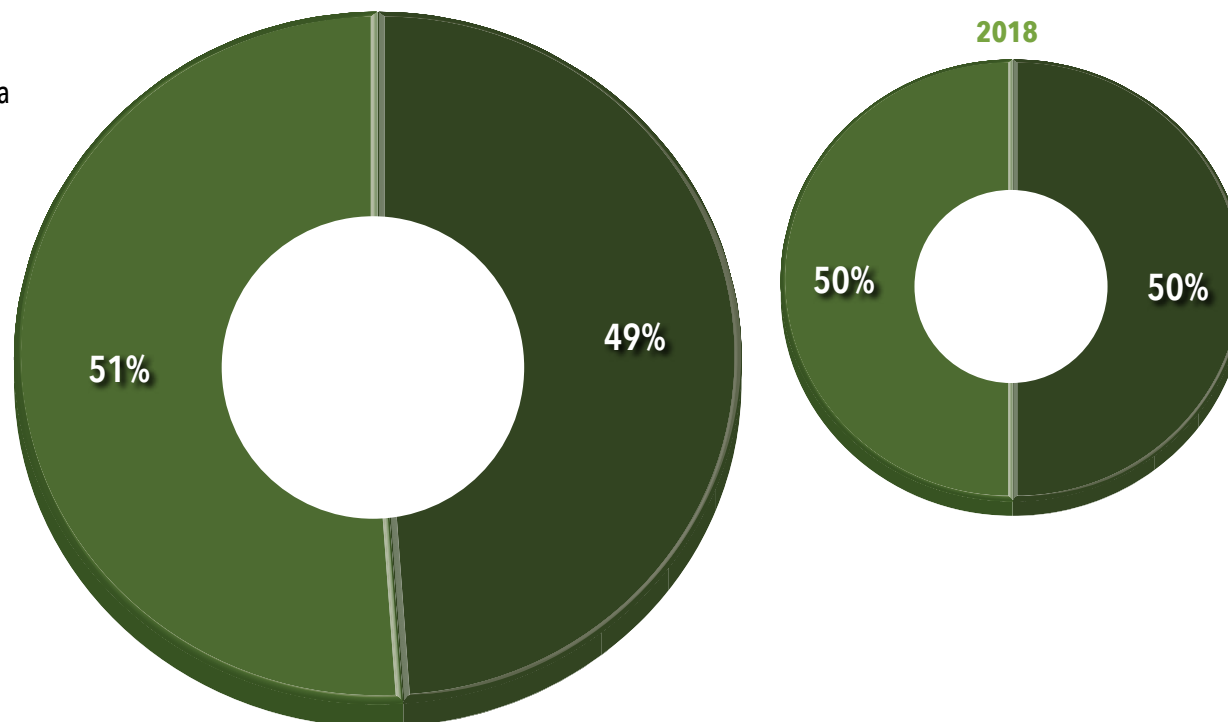
ANNUAL HOUSEHOLD INCOME (BEFORE TAXES)



Annual household income (before taxes)	Locals	Non-Locals	Under 30	30 - 49	50 and over
Under \$50,000	7%	7%	24%	4%	4%
\$50,000-\$74,999	12%	14%	16%	15%	9%
\$75,000-\$99,999	14%	18%	19%	17%	14%
\$100,000-\$149,999	21%	27%	21%	22%	26%
\$150,000-\$199,999	21%	16%	12%	20%	23%
\$200,000-\$299,999	13%	9%	4%	9%	16%
\$300,000 and over	12%	9%	4%	13%	8%

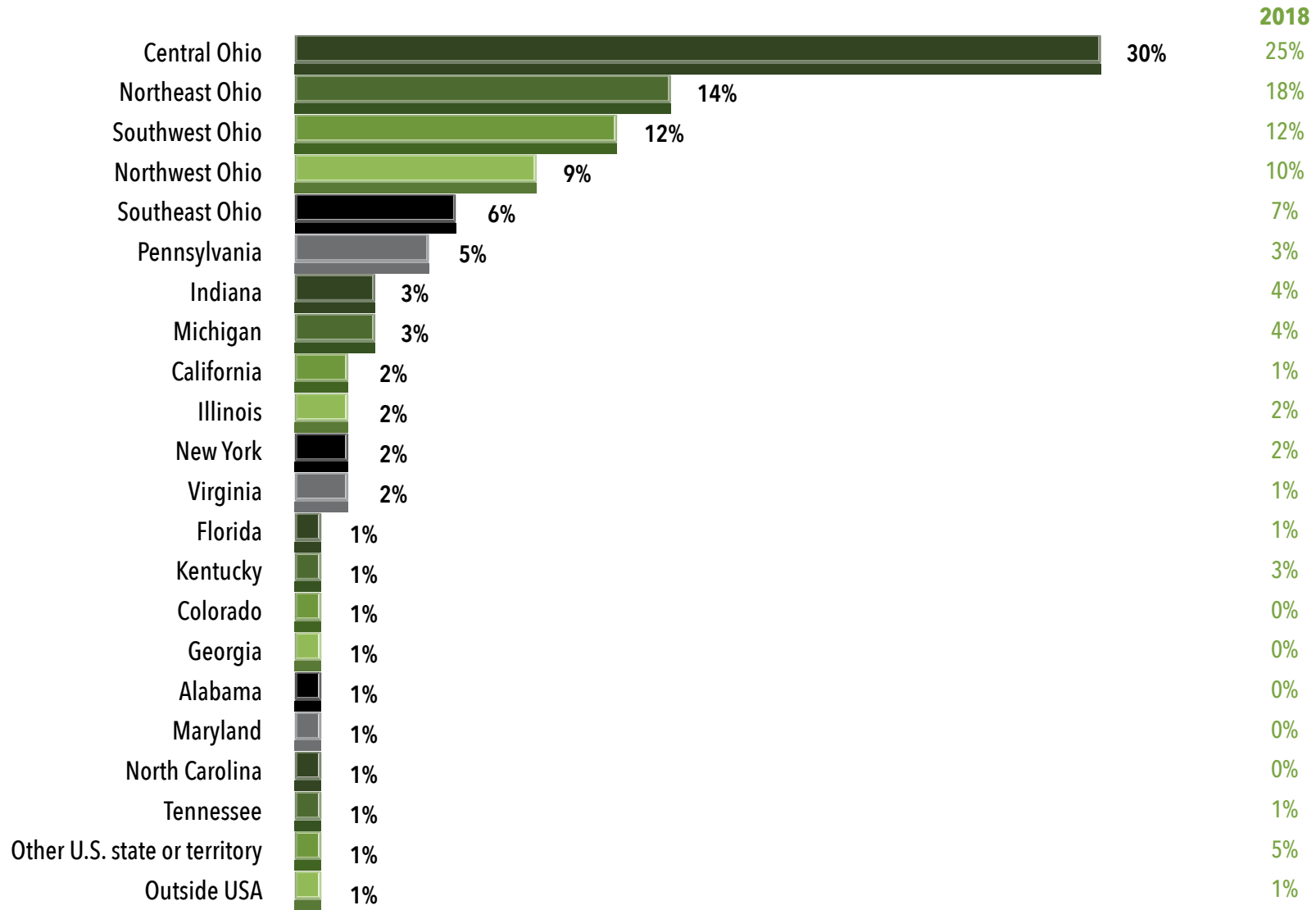
PLACE OF RESIDENCE

- Greater Columbus Area
- Beyond Greater Columbus Area



Place of residence	Locals	Non-Locals	Under 30	30 - 49	50 and over
Greater Columbus Area	100%	0%	46%	56%	48%
Beyond Greater Columbus Area	0%	100%	54%	44%	52%

PLACE OF RESIDENCE (AMONG NON-LOCALS)



PLACE OF RESIDENCE (AMONG NON-LOCALS)

Place of residence (among non-locals)	Under 30	30 - 49	50 and over
Central Ohio	38%	43%	14%
Northeast Ohio	10%	13%	17%
Southwest Ohio	8%	7%	16%
Northwest Ohio	13%	4%	10%
Southeast Ohio	0%	12%	3%
Pennsylvania	3%	5%	6%
Indiana	5%	1%	5%
Michigan	3%	2%	5%
California	0%	4%	0%
Illinois	0%	0%	4%
New York	0%	0%	3%
Virginia	0%	4%	1%
Florida	3%	1%	0%
Kentucky	0%	1%	3%
Colorado	0%	0%	3%
Georgia	3%	0%	3%
Alabama	5%	0%	0%
Maryland	0%	1%	1%
North Carolina	0%	0%	0%
Tennessee	3%	0%	1%
Other U.S. state or territory	3%	2%	2%
Outside USA	3%	0%	3%

ENTERTAINMENT

"Band suggestions - East Pointers, Heron Valley." (Woman, 30, from Southwest Ohio)

"Breaking Benjamin!! Next year!! For a headliner!!" (Man, from Central Ohio)

"Bring back some of the artists from the past festivals including Flogging Molly, Dropkick Murphys, and Barley Juice." (Man, 44, from Greater Columbus)

"Bring String Sisters, Old Blind Dogs and Gaelic Storm back." (Woman, 65, from Greater Columbus)

"Get the East Pointers back. Also We Banjo but I understand the need for a break..." (Man, 37, from Pennsylvania)

"I miss the heavier Celtic rock bands on Saturday nights." (Man, 50, from Greater Columbus)

"Keep jigjam, Uncle Bard & Old Bastards." (from Southwest Ohio)

"We miss Scythian! Won't be able to see them on Sunday. Disappointed they only have 1 performance over the weekend." (Woman, 48, from Southwest Ohio)

"Would love to see the bands Gaelic Storm, Old Blind Dogs, Flogging Molly, Dropkick Murphys, High Kings." (Man, 39, from Greater Columbus)

"You should get Malinda Kathleen Reese to stop on her tour." (Man, 35, from Central Ohio)

FOOD AND BEVERAGES

"Add some more food vendors." (Woman, 27, from Greater Columbus)

"Alcohol drinks are weak and not worth \$10." (Woman, 60, from New York)

"Better tastings." (Man, 37, from Dublin)

"Bring back the Irish egg rolls please." (Woman, 46, from Southwest Ohio)

"Food offerings seemed more limited this year." (Man, 73, from Central Ohio)

"For dietary/allergy concerns ability to see ingredients in food at festival." (Woman, 60, from Northeast Ohio)

"For the vendors it would be nice to be able to order food on an app and have it delivered to the vendor's tent." (Man, 61, from Central Ohio)

"It would be nice to bring Magners Cider back." (Woman, from Northwest Ohio)

"More beer options. IPA's specifically. Partner with Land Grant or another local brewery." (Man, 29, from Northwest Ohio)

"More food vendors by the Dublin stage." (Man, 51, from Dublin)

FACILITIES / VENUE

"A shuttle from Bridge Park would be phenomenal!!! Would help with parking and would be an easy quick trip." (Woman, 26, from Dublin)

"Better ADA compliance. Curb cuts sucked - Porta johns near handicap entrance on sidewalk. Can't push a wheelchair on grass." (Woman, 44, from Dublin)

"Better layout." (Man, 40, from Dublin)

"Clean the bathrooms. At 7:30pm on Saturday they were disgusting." (Woman, from Greater Columbus)

"Cleaner bathrooms!!" (Man, 38, from Northeast Ohio)

"Cooling stations would be nice. Its 94 and I overheat easily." (Woman, 32, from Greater Columbus)

"Directional signs showing the locations of tents, etc." (Woman, 51, from Dublin)

"Dublin and Trinity Stages are OVER AMPLIFIED. Others are good. I expect that on Rock." (Man, 67, from Greater Columbus)

"Fans needed in the bathroom for airflow would be nice." (Woman, 45, from Virginia)

"For the bounce house area: we'd like a bar and some music. And a water refill station." (Woman, 42, from Dublin)

"Getting into the festival was DANGEROUS! People walking on the streets and the oncoming cars kept coming on Coffman/Emerald Parkway. Several near-misses. Coming into the venue Friday night needs to be revamped....more people expeditiously scanning or safety measures for the line off Coffman." (Woman, 67, from Dublin)

"Great festival. Loved the water stations!! Could have had more. The porta pots were really poor. Too small, dirty, the seats didn't fit over the hole and so they were all wet. Just very unsanitary and unsatisfactory." (Woman, 54, from Central Ohio)

"Having water stations is great. Even greater...awesome festival keep it up." (Man, 56, from Dublin)

"I don't know if it was all bathrooms but the ones I used needed more attention." (from Dublin)

"I was confused about parking, because I ended up on the street. A sign indicating that public parking was available would've been nice." (Man, 42, from Central Ohio)

"I would like the ceili stage back in the big parking lot, not on the tennis courts. It is better for the adult dance competition to have the bigger open space." (Woman, 48, from Greater Columbus)

"Instructions for parking need to be clearer. The parking zones are on the map but the parking coming from Post Rd. is on the grass and that information really should be detailed in the website. Also, there should be people to direct and manage the parking zones so as the cars don't block each other in. This is especially important as people are arriving and trying to leave." (Woman, 21, from Central Ohio)

"It would be good to have a beverage area or minimal food in Pot o' Gold Playland." (Man, 47, from Greater Columbus)

"Love all of the opportunities for shade! Especially in the kids areas." (Woman, 28, from Greater Columbus)

"Love the water refilling stations. Thank you ALL for the hard work in putting this together." (Woman, 45, from Southeast Ohio)

"Loved the water stations." (Woman, 66, from Dublin)

"My elderly parents cannot attend the festival anymore because of all the walking. There needs to be a service for the elderly and/or handicapped to get them from the parking, to the entrance, around the grounds. The elderly enjoy reconnecting with their heritage but until they figure out a way for it to be less walking on all the uneven pavement, my parents won't attend and that's a shame because their granddaughter is a Irish dancer. Most schools' main performances are the Dublin Irish Festival and the Irish Family reunion. Both of which are not easy for elderly if they have issues with mobility!" (Woman, 44, from Greater Columbus)

"Need more fans, misters would be great as well." (Woman, 35, from Kentucky)

"Please improve handicapped accessibility." (Man, 74, from Kentucky)

"Please move the large food table tent back to where it was last year on the south field. It's too far to walk with hands full of food." (Woman, 54, from Dublin)

FACILITIES / VENUE (CONTINUED)

"Pump the toilets more. Also get the toilets that have more knee room for women."
(Woman, 49, from Southwest Ohio)

"Shuttles are way too slow. People waiting for 45 minutes before and after volunteering. Everyone is super frustrated in the lines in the am and again in the afternoon." (from Dublin)

"The sound is so loud that some music is distorted and voices are distorted. These are not rock groups in giant arenas. My ears stopped hearing after the Old Blind Dogs on the Trinity Stage. Much louder than previous festivals. Totally NOT necessary to have sound so loud."
(Man, 74, from Delaware)

"You need a lot more buses for the volunteers to go from volunteer parking to Rec center."
(from Dublin)

SUGGESTIONS

"A list of all vendors, activities, and sites with specific locations on your handout map and/or website would be helpful. Interactive directions to a specific location on your website. Your location on the map is great but knowing how to get to the closest water station would be better. Or the closest place to get a corned beef sandwich and a beer would really kick it up a notch."
(Man, 70, from Greater Columbus)"

"Add more ceili dancing." (Woman, 52, from Northeast Ohio)

"Band near kids playground. Some music would be nice while I watch my kids play."
(Man, 33, from Greater Columbus)

"Beer for purchase in kids area, more shade or cooling fans in kids area (LOVE the chairs)."
(Woman, 38, from Dublin)

"Beer, water, in kids area would be ideal." (Man, 45, from Dublin)

"Better month to have it when it's cooler." (Non-binary, from Dublin)

"Bring back Black Friday sale." (Woman, 55, from Greater Columbus)

"Bring back Magner's cider. A replica pub with bar and stools would be neat. Benches."
(Man, 38, from Greater Columbus)

"Cheaper tickets please." (Woman, 24, from Greater Columbus)

"Cut through from the emerald building back to the main area." (Man, 29, from Northwest Ohio)

"For price of club tickets, should provide more than snacks." (Woman, 65, from Dublin)

"For the music I would say bring in another act I would really love to see Dropkick Murphys and/or Nathan Evans. Also I would like to see We Bango 3 back or see The McClans and Uncle Bard & the Dirty Bastards. For food I would say some Asian inspired places like J. Liu or P.F. Chang's. For the bounce house area I would say a misting station or stations, a beverage station right outside the gate and a family food vendor close by maybe Raising Canes or something similar." (Man, 32, from Dublin)

"Ice for sale! Cooling misters!" (Woman, 53, from Greater Columbus)

"In the app, it would be great to easily find the schedule for each stage! Having the highlight events was great, but there were so many more events not in the app." (Woman, 28, from Northwest Ohio)

"Lower priced admission on Friday evenings. Will probably skip Friday next year."
(Man, 64, from Greater Columbus)

"Lower ticket prices." (Woman, 49, from Dublin)

"Make it in March." (Woman, from Greater Columbus)

"More county specific merchandise, maybe some official GAA merch as well."
(Man, 65, from Greater Columbus)

"More Irish things." (Man, 26, from Greater Columbus)

"More seats and shade in the bouncy house area. And drinks/food options so we don't have to pull out our kids." (Woman, 42, from Dublin)

"My mother would like to see vendors with authentic merchandise from Ireland, such as clothes, food, toys for kids, and other items that are FROM Ireland." (Man, 30, from Central Ohio)

"Need better folding chairs. Better beverage selection. Safer golf cart drivers!"
(Man, 61, from Greater Columbus)

RESPONDENTS' COMMENTS

SUGGESTIONS (CONTINUED)

"Offer healthy options for food. Otherwise a wonderful experience all around! Great music, cultural opportunities, clean and well laid out. Good maps and app was fabulous. Map times/artists not always aligned." (Woman, 55, from Georgia)

"On app food delivery service for vendors, festival workers." (Woman, 60, from Colorado)

"On the schedule portion of the app we would like to have the music stages listed in order from north to south so it's easier to know where things are happening. Also, once a band is on my schedule and I click on them, show me all the show times not just the one on my schedule. More shade places!!!!!!" (Woman, 50, from Northwest Ohio)

"People can become rude and not let people move in crowded music venues. Not sure what can be done about that except security enforcing walk aisles in tents." (Man, 42, from Southwest Ohio)

"Please bring back a headliner pipe band that consists of professional pipers and drummers. Dublin puts too much into the step dancers and kowtowing to 'step dancers' moms'. It gets old. Look at the crowds. It's typically family and friends who go watch the dancers. Great Lakes drew a huge crowd. You get what you pay for." (Woman, 52, from Greater Columbus)

"Please more shade or a cooling area. Or maybe have it a different time off the year. It's so hot for the Irish!!" (Woman, 46, from Greater Columbus)

"Please put a PDF file of the map and a better schedule of events like the one you hand out. It would help me plan my days so I do not miss an act." (Man, 69, from Greater Columbus)

"Please put music and a drink station in the bouncy house area! We paid \$75 to put 3 kids in here and have been here 4 hours and are so bored. Seriously! Just a little live music. Thanks!" (Man, 41, from Dublin)

"Tell Bag of Nails to take credit cards!" (Man, 52, from Dublin)

"The dogs are great! More dogs!" (Woman, 32, from Central Ohio)

"The event is amazing, however admission prices per person were a bit exuberant when tripled in a household of more than 2 adults. Perhaps a small discount on groups of 3 or more would've been more attractive. We would think it about coming back next year. But overall great!" (Woman, 35, from Central Ohio)

"Use larger font on the map, place info on one side and map at larger scale on the other side." (Man, 53, from Indiana)

"Walk up beer window by the super games for parents. Shade provided areas in center of kids area (sun sails?). Bring back laser tag at super games." (Woman, 40, from Greater Columbus)

"Water dispensers kept us well hydrated...we appreciated the shuttle service...we've been attending for over 20 years...always a well-run event...recommend putting Dwyer dance troupe on big stage at least once." (Man, 59, from Southwest Ohio)

"We need a shuttle from Bridge Park! It felt silly to drive less than a mile to find parking. Would even be willing to pay for the shuttle!" (Woman, 27, from Dublin)

"Wider-ranging billboard advertising." (Woman, 55, from Central Ohio)

"Would love for it to be a different week than the State Fair...perhaps in the Spring or Fall when the weather is closer to Ireland's?" (Man, 59, from Greater Columbus)

GENERAL

"Bounce houses are too expensive. 10 year olds shouldn't need a ticket when they are also getting a bounce house pass. The water stations are great but it would be nice if there was somewhere to get ice too! It was nice to have the bathrooms in the pot of gold playland and two tents for parents to sit in. Would be cool to have the Stanley cup again. We missed We Banjo 3, I hope they are back next year!" (Woman, 41, from Dublin)

"Bounce play area costs too much." (Man, 51, from Dublin)

"Came from Alabama for this! Amazing! It's so good to be back!" (Man, 28, from Alabama)

"Do not for any circumstances ask people how much they make per year...Otherwise good survey." (Man, 27, from Dublin)

"Entrance fees for families too high, likewise only Old Bag of Nails had reasonable food cost." (from Southwest Ohio)

"Entry price increase was high, several friends not attending and always did in past." (Woman, 45, from Dublin)

GENERAL (CONTINUED)

"Everything is wonderful!" (Woman, 67, from Northeast Ohio)

"Fabulous event, beautifully executed." (Woman, 59, from Illinois)

"Fest staff is the best staff." (Woman, 33 from Texas)

"Great fest." (Woman, from Central Ohio)

"Great festival, keep it up, see you next year." (Man, 41, from Greater Columbus)

"I appreciate the newer style porta potties with the bumped out seats. The older style ones are very difficult ergonomics for women. We had a nursing momma with us and using the nursing tent was like a sauna. I LOVE the app this year!" (Woman, 60, from Northwest Ohio)

"I got this survey from someone in marketing. I'm a vendor that has been a festival attendee in the past. I love this festival a lot but there were issues this year that were not present in the past it seems. First a lot of prices were really high this year and it made it hard to sell things at our booth because drinks, food, and gate expenses were too high. People couldn't afford even our relatively low vendor prices. Compared to 2019 (the last time we got a booth here), our sales are down 30%. We had plenty of traffic but by the time people reached our booth they spent what they wanted to in one day already. There are not enough fried chicken vendors in the food courts. I think there is one on each end of the park and only the one near Trinity Stage was any good. That's not really a festival issue other than getting more 'traditional festival food!' (Man, 22, from Michigan)

"I think it is appalling that the entrance price doubled this year. I chose not to bring my children to the event due to the price increase. I also will not spend as much time at the festival due to this." (Man, 50, from Dublin)

"I was extremely disappointed with the overpriced and underdelivered Ultimate Music Experience and the quality of treatment and the experience in the VIP clubs. Last year there was real food available all day, clean washrooms, impeccable support and this year filthy washrooms, NO food and no volume trees. What the heck happened? I won't return next year because it felt like a scam. Costco high fat snacks and low quality experience for 1000 dollars!!! What are you thinking DIF. How could you max out the price and then deliver not so much as a free burger. I was ashamed for raving about DIF. Scammed." (Woman, 55, from Outside United States)

"It was our first experience at the festival and we will be back next year." (Man, 14, from Southwest Ohio)

"I've been coming to the festival for the last 10-15 years and it is always a great time. Gaelic Storm is certainly an awesome staple, as well as many other great bands that I've gotten to see here over the years. The food and merchandise vendors are always great as well." (Man, 31, from Southeast Ohio)

"I've made conference games with augmented reality before. If there is interest in adding something like that, I'd love to be involved. Rachel Arpin, Ed.D | LearnAndLive.Rachel@gmail.com | LED Learning, LLC." (Woman, 39, from Dublin)

"Kid area too expensive." (Man, 45, from Dublin)

"Kids bounce house bracelets are expensive especially with admission cost. \$15 would be more reasonable for a bracelet." (Woman, 48, from Northwest Ohio)

"Kinda expensive, confusing parking. Great festival over all other than that, I'll be back." (Man, 42, from Northeast Ohio)

"More stuff for parents in kids area, great music, love the layout, plenty to do for everyone." (Woman, 32, from California)

"No changes. Great event. Well organized." (Woman, 27, from Georgia)

"Parking is sparse unless you want to walk forever. Not like previous years - and \$30 admission is crazy when you have to pay for everything else as well." (Woman, 50, from Central Ohio)

"Please provide more seating and covered seating in the wee folk area and near the temple bar food area. Thank you for always putting on a fantastic festival and please bring back We Banjo 3!" (Woman, 48, from Greater Columbus)

"Price tickets increased wasn't great." (Woman, 34, from Central Ohio)

"Prices were increased and ages adjusted way too much. There are too many other activities going on the same weekend." (Woman, 42, from Dublin)

"Really want We Banjo 3 back!! Not the same without them. Also there was no tent with tables near the Celtic Rock stage that had been there previously." (Woman, 51, from Dublin)

"Talisk was simply amazing!! Dwyer Irish Dance was thrilled to be here." (Woman, 51, from Southwest Ohio)

GENERAL (CONTINUED)

"Thank you for another great year!!" (Woman, 30, from Virginia)

"Thanks for great weather this year!" (Woman, 62, from Southwest Ohio)

"The comedy show last year was great! Would love to see it again."
(Woman, 33, from Southeast Ohio)

"The line for the Irish breakfast was very long and slow. There could have been steps to make it faster and more efficient. We waited about an hour and the portion sizes were very small."
(Woman, 49, from Dublin)

"The little speed bumps covering wires were getting quite a few motorized scooters stuck. Also more instrument booths!" (Woman, 25, from Tennessee)

"The price of tickets borders on exorbitant - adding in the cost of parking, food and drink makes for a very pricey day. All of that likely creates barriers for a large segment of the population to attend (which I'm sure this survey tool reflects)." (Woman, from Southwest Ohio)

"The survey is too long." (Woman, 29, from Central Ohio)

"The wee folk area this year was way too expensive. Wristbands were not priced well unless you planned to spend hours in the area. Parents don't want to be in the area for that long. A secondary option that is less expensive such as a wristband with punches or tabs would be better. Also ticket prices have also gotten really expensive. Not sure we'll return next year."
(Woman, 44, from Dublin)

"There used to be air conditioned mobile restrooms. I miss that. But this is the only Columbus area festival I attend without fail so it's fantastic." (Man, 31, from Greater Columbus)

"This was amazing!! We loved and will be coming back every year!" (Woman, 32, from Dublin)

"Tickets to get in are too expensive!!" (Woman, 54, from Northwest Ohio)

"Very disappointed the tokens were not accepted when they have rolled over from year to year for over a decade I have been attending. Cash is the number 1 legal tender, you must accept cash moving forward. Drink prices too high for such cheap beer/low abv options, also no cider present. Cider is just as important to the culture as Guinness." (Man, 36, from Dublin)

"Very surprised how much entry ticket prices went up, as well as food and the children's area. Very hard for many families to afford these prices. Bathrooms could be better with automatic toilets instead of port-o-potty style, especially for the price of entry." (Woman, 33, from Central Ohio)

"We love the beverage choices! Seating has been a problem. You could use extra tables/tent near food trucks and the rock tent people take all the chairs from the tent closest to the rock tent to sit nearer to the stage leaving tables with no chairs in the tent. You need an extra tent closer to the stage. Porta pottys can get pretty gross by the evening. Check out what they do in Muskegeon."
(Woman, 60, from Northwest Ohio)

"We love the festival and have come for the last twenty years and enjoy the music and art. Look forward to many more years. Thank you." (Woman, 54, from Greater Columbus)

"We love the festival!!" (Woman, 34, from Michigan)

"We miss the chainmail workshop and some of the old vendors." (Woman, 52, from Northeast Ohio)

"We were actually a vendor and would like to share a few things. Please keep watch of other vendors taking more space than they paid for and also please ask that vendors not keep up tarps on their booths during working hours. It makes for a very hot environment for vendors assigned to area behind them. It really made it very difficult without the breeze passing through the tent. Thank you."
(Woman, 71, from Michigan)

"Wi-Fi is terrible, bathrooms need cleaned more and end of Sept would be a great time for festival, not so hot." (from Greater Columbus)

"Wonderful as always. Thank you to all." (Man, 44, from Central Ohio)

"You are pricing people out of this event. Beer prices are too high and food is outrageous. This used to be a fun three day event. Not anymore. After attending this every year for the past 10 years, this will be our last time here unless things change." (Man, 62, from Dublin)