

A light gray silhouette of the state of Ohio is centered in the background. Scattered across the map are several small, white, semi-transparent circles of varying sizes.

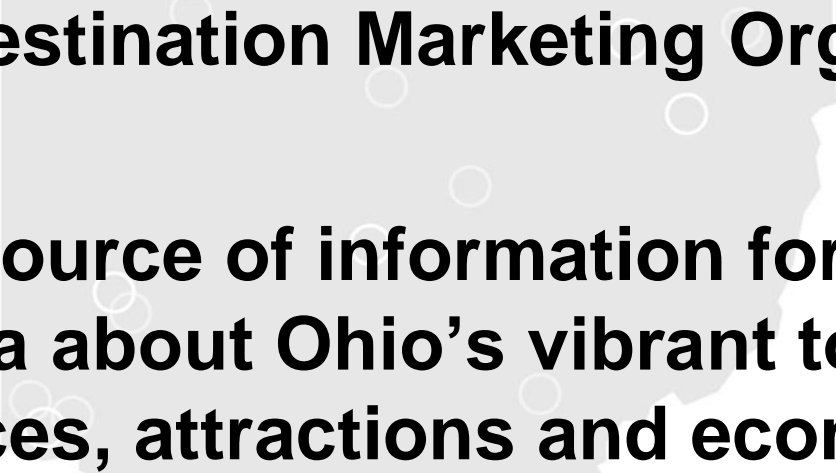
**TourismOhio =
Partnerships**

**Heritage Ohio
Local Spirit Conference**

Who Are We?



Who Are We?

- 
- **State's Destination Marketing Organization**
 - **Premier source of information for travelers and media about Ohio's vibrant tourism experiences, attractions and economy.**

Heritage Tourism *is* “Tourism”

National Trust Definition

“Traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past.”

TourismOhio Definition

“Unique attractions that we promote to entice visitors to travel to and within Ohio.”

How We Do It (Staff+Agencies)

- Advertising
 - Main
 - Multicultural
 - International
- Public Relations
 - Media
 - Social Media
 - Publications
- Tourism Information Services
 - Buckeye Database
 - 1-800-BUCKEYE
 - DiscoverOhio.com
 - Buckeye Fulfillment Center
 - Research



Ohio's Tourism Industry

- **\$40 Billion in Total Revenues**
- **\$2.7 Billion in Total State and Local Taxes Generated**
- **443,000 FTE's Supported by Tourism (8.7% of OH jobs)**

Bottom Line: Tourism is a Revenue Generator for OH!

Economic Impact

- **The Ohio visitor economy continued to expand in 2011. Visitor spending within Ohio rose 6.5% after a 7.4% increase in 2010.**
 - **Visitor volumes rose for a second straight year. 181.5 million people travelled in Ohio in 2011 – a new high.**
 - **Growth in overnight visitation remains strong. Domestic overnight visitation grew 4.7% buoyed by strong hotel room demand growth of 6.4% in 2011.**
 - **Per trip spending rose as gas prices rose and hotels and other tourism providers start to recoup recessionary price cuts.**

Return on Investment 2012 Advertising Campaign



15:1 ROI

Before I Continue...Write This Down:

- 
- 1. Go to DiscoverOhio.com/industry**
 - 2. Register for BuckeyeLine**
 - 3. Ohio Tourism Industry on Facebook**

Leisure Travel Trends

- **“Staycation” continues its appeal – Regional Travel!**
- **Long-Haul Travel Rebounding, but Airfare High**
- **Bargain-Hunting Continues**
- **Travelers Seeking “Experiences”**
- **Explosive adaptation of Smart Mobile and Tablet technology redefines the marketplace...More are booking via mobile!**
- **Social Media is a MUST.**

Heritage Tourism Social Media

- **Where is the Audience you have?**
 - **Continue the conversation with current fans.**
Facebook, E-News, Blog
- **Where is the Audience you want?**
 - **Create a conversation with future fans.**
Twitter, Instagram, Pinterest, YouTube, Blog

Social Media

Excellent Use of Social Media:

- **National Museum of the U.S. Air force**
- **William McKinley Presidential Library and Museum**
- **Sauder Village**
- **John and Annie Glenn Museum**

Social Media



Experiential Tourism

*“Learn Sophie’s Secret
at the Kelton House”*



Experiential Tourism

- **Cincinnati Museum Center**
 - **Dinosaur Exhibit – Augmented Reality**
- **Ohio Statehouse**
 - **Monument Cell Phone Audio Tours**
- **Dublin Convention and Visitors Bureau**
 - **Morning.** Top 'o the morning to you! Start your visit in Dublin with a 4-Leaf Clover Irish Scavenger Hunt in Historic Dublin.
 - **Afternoon. Irish dance 101.** What's a reel? Meet a professional Irish dance and learn a few traditional steps.

Experiential Tourism

Work with your City (health department!) Government or Main Street Organization to enhance the visitor experience.

- Walking Maps
- Walking Apps



Get enhanced access to City and community resources with this FREE App!

Find important
Columbus locations.

Tips for getting active
and being Green.

Submit service
requests, and more!

Ohio Tourism Economy

Visitor Study Highlights 2011

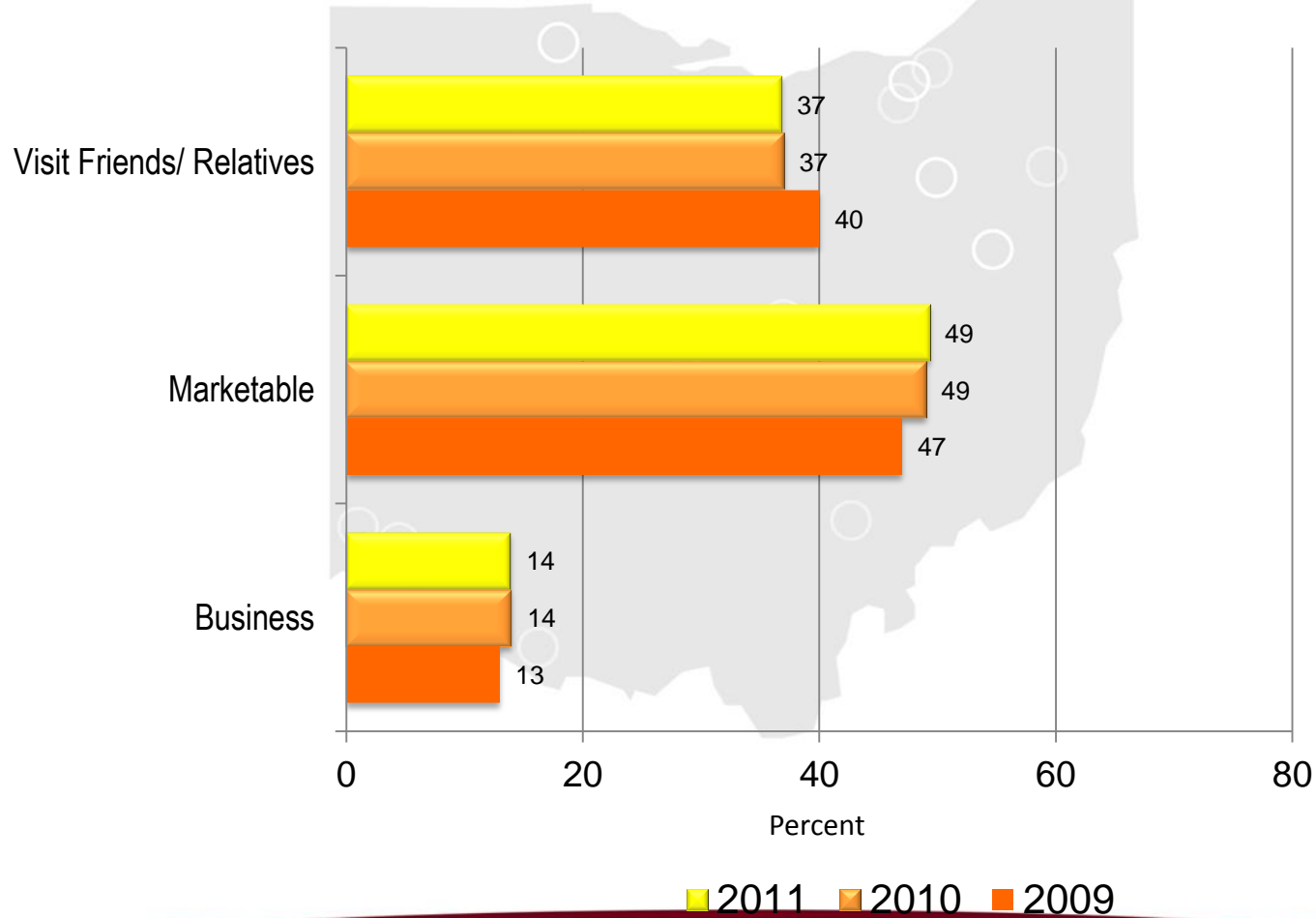


Hot Buttons

Top 20 Hot Buttons

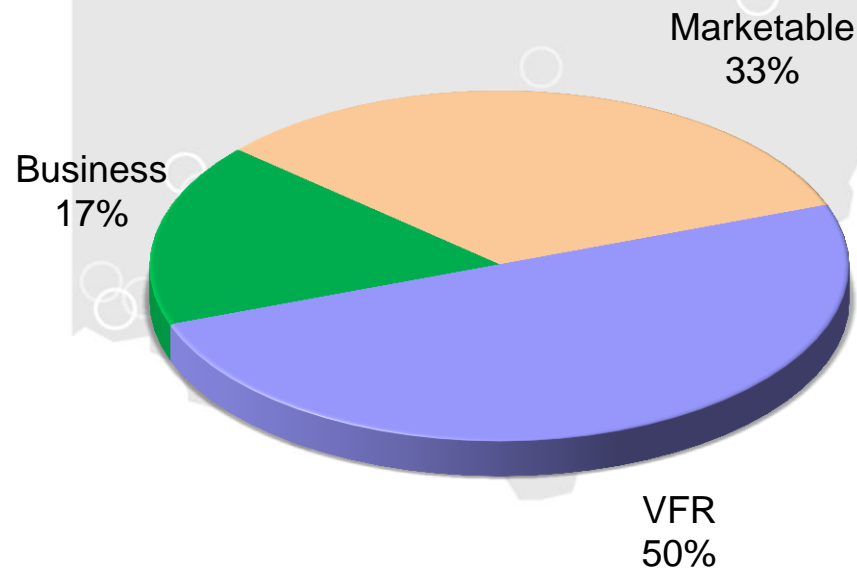
A fun place	Good for families to visit
Lots to see and do	Friendly hospitality staff
Good for adult vacation/getaway	A real adventure
An exciting place	Provides opportunities to escape/unwind
A unique experience	Good place to relax
Excellent value for money	Interesting communities
A place to visit at least once	Interesting cities
Good for couples	Warm, friendly people
A place that wants me to visit	A place I would feel welcome
Good travel packages	Interesting customs/cultures/traditions

Day Trips to Ohio — 2009 to 2011

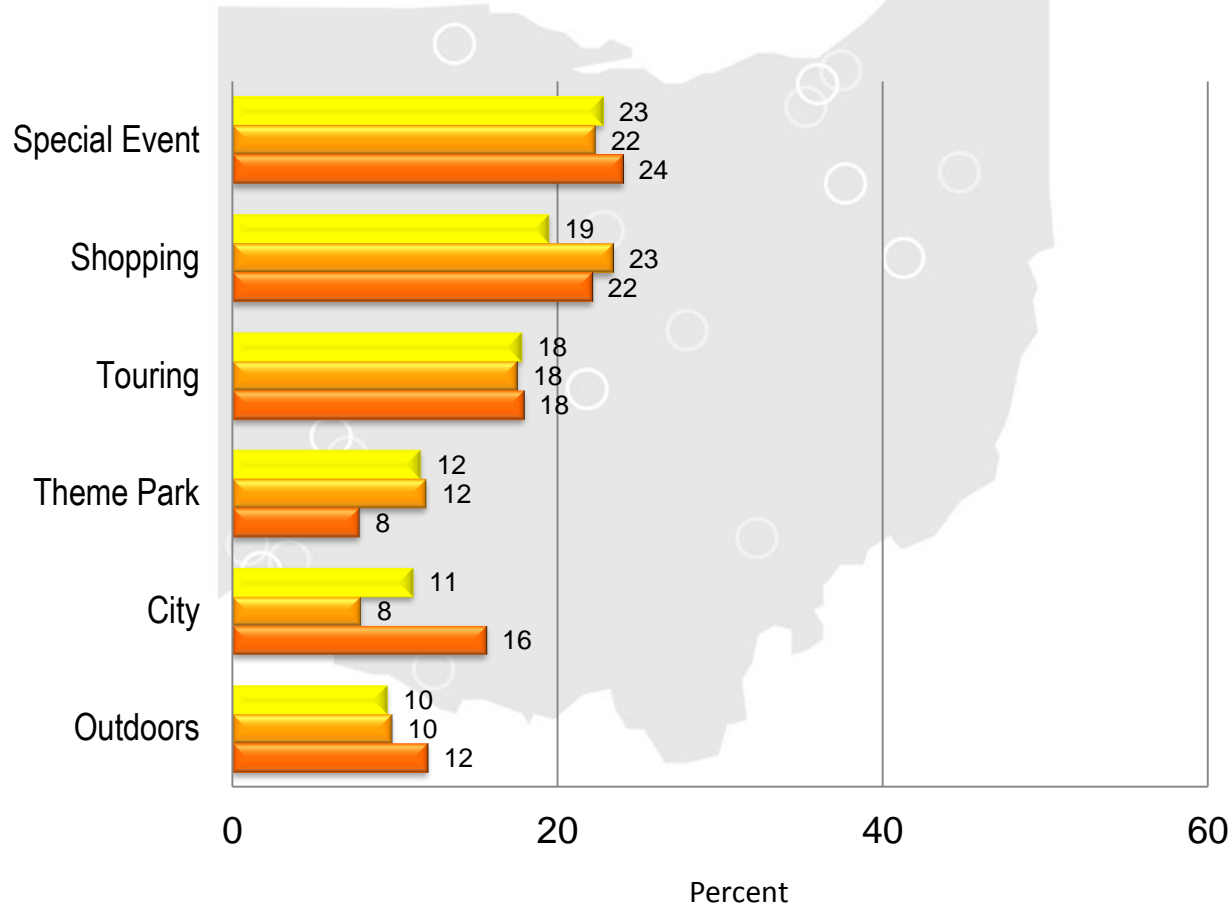


Ohio's Overnight Trip Market Segments

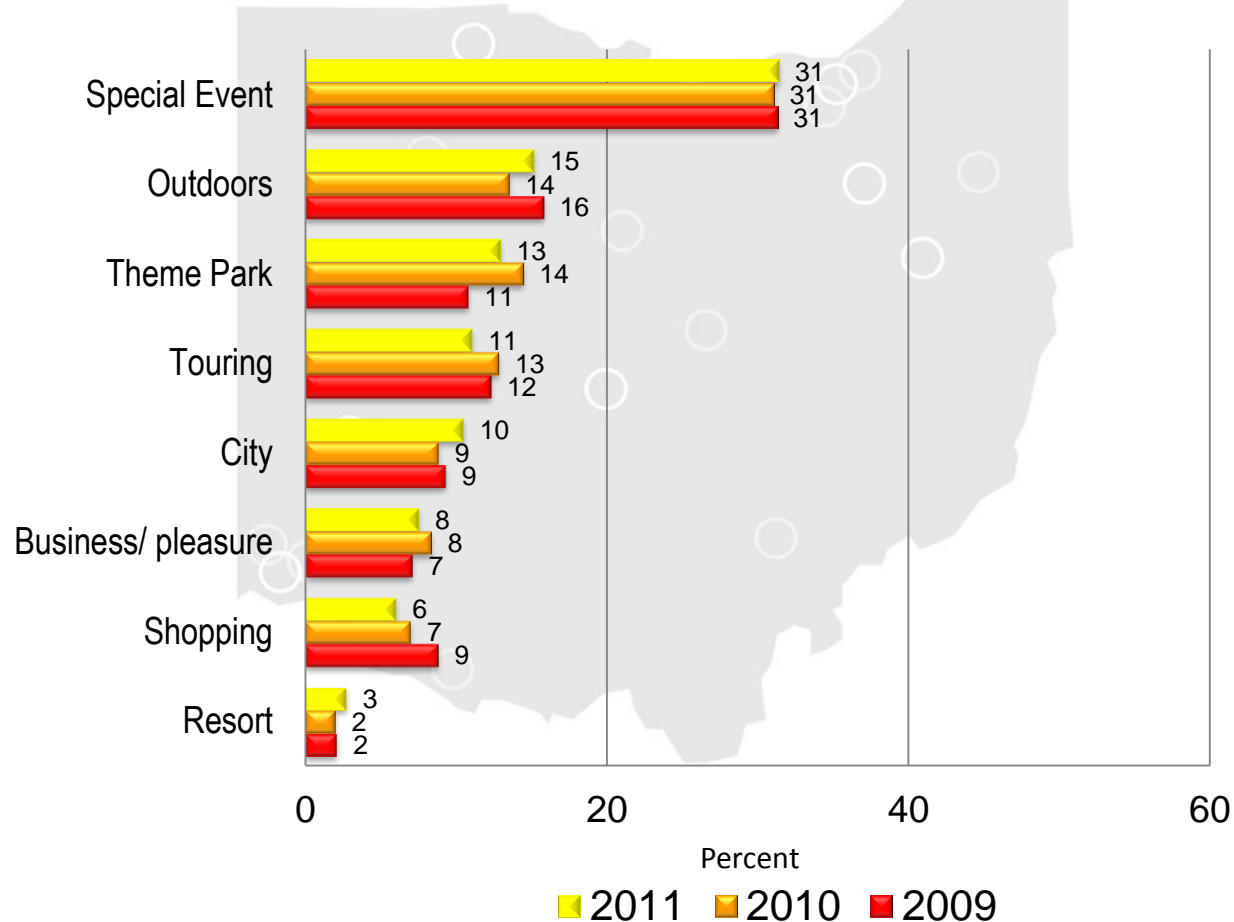
Total Person-Trips = 36.5 Million



Marketable Day Trip Mix — 2009 to 2011

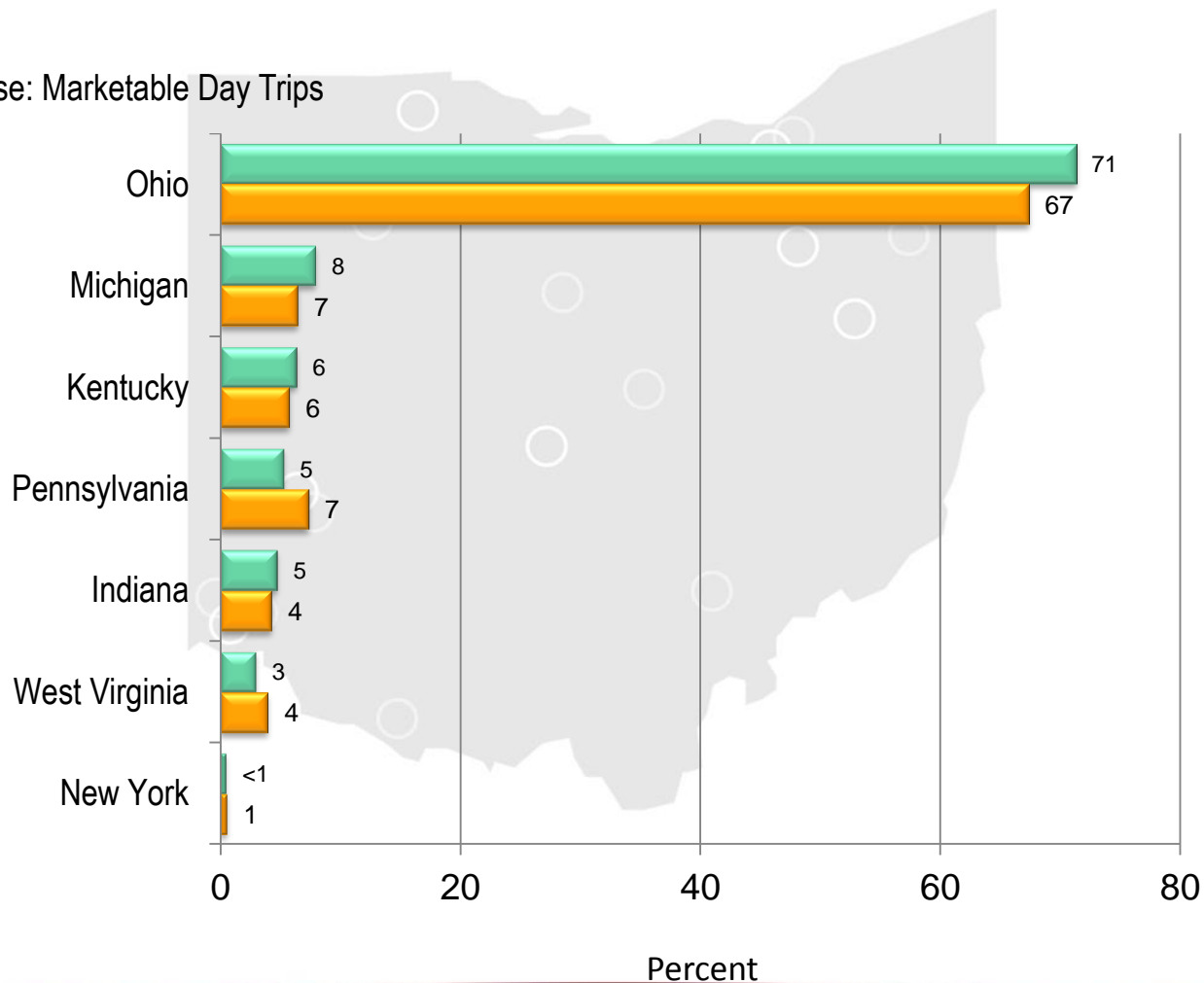


Marketable Overnight Trip Mix — 2009 to 2011



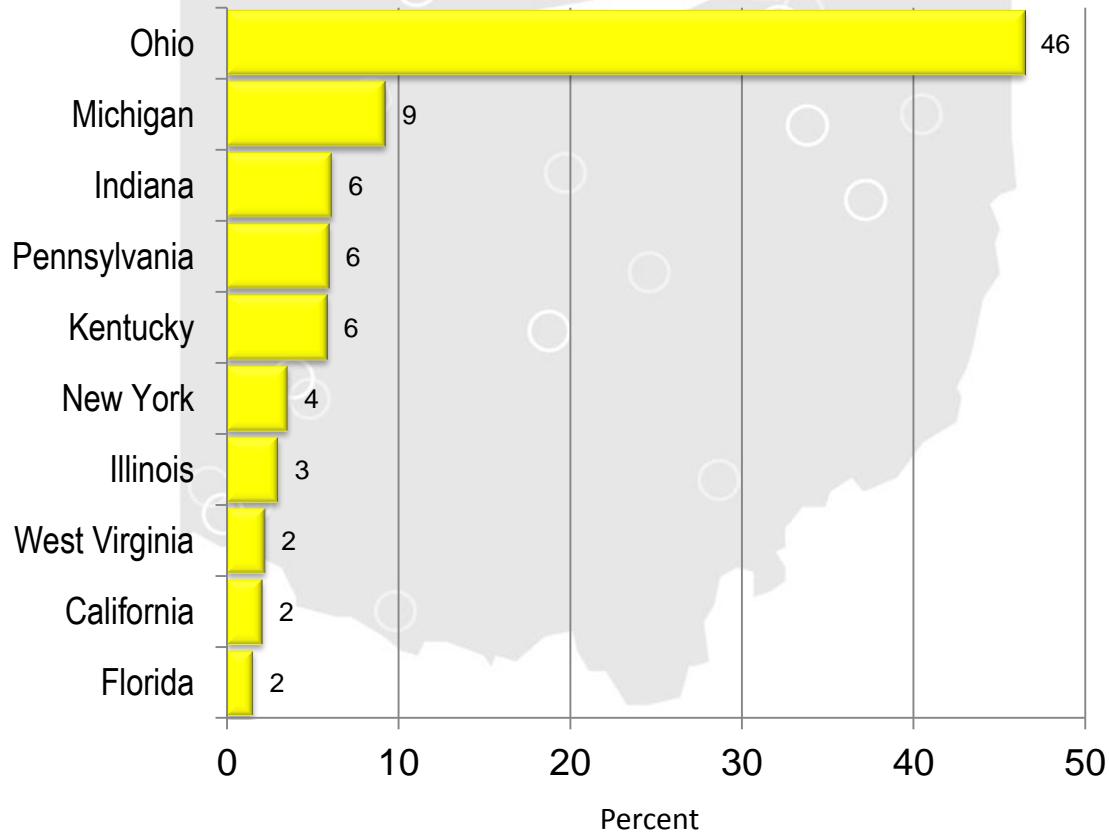
State Sources of Business

Base: Marketable Day Trips



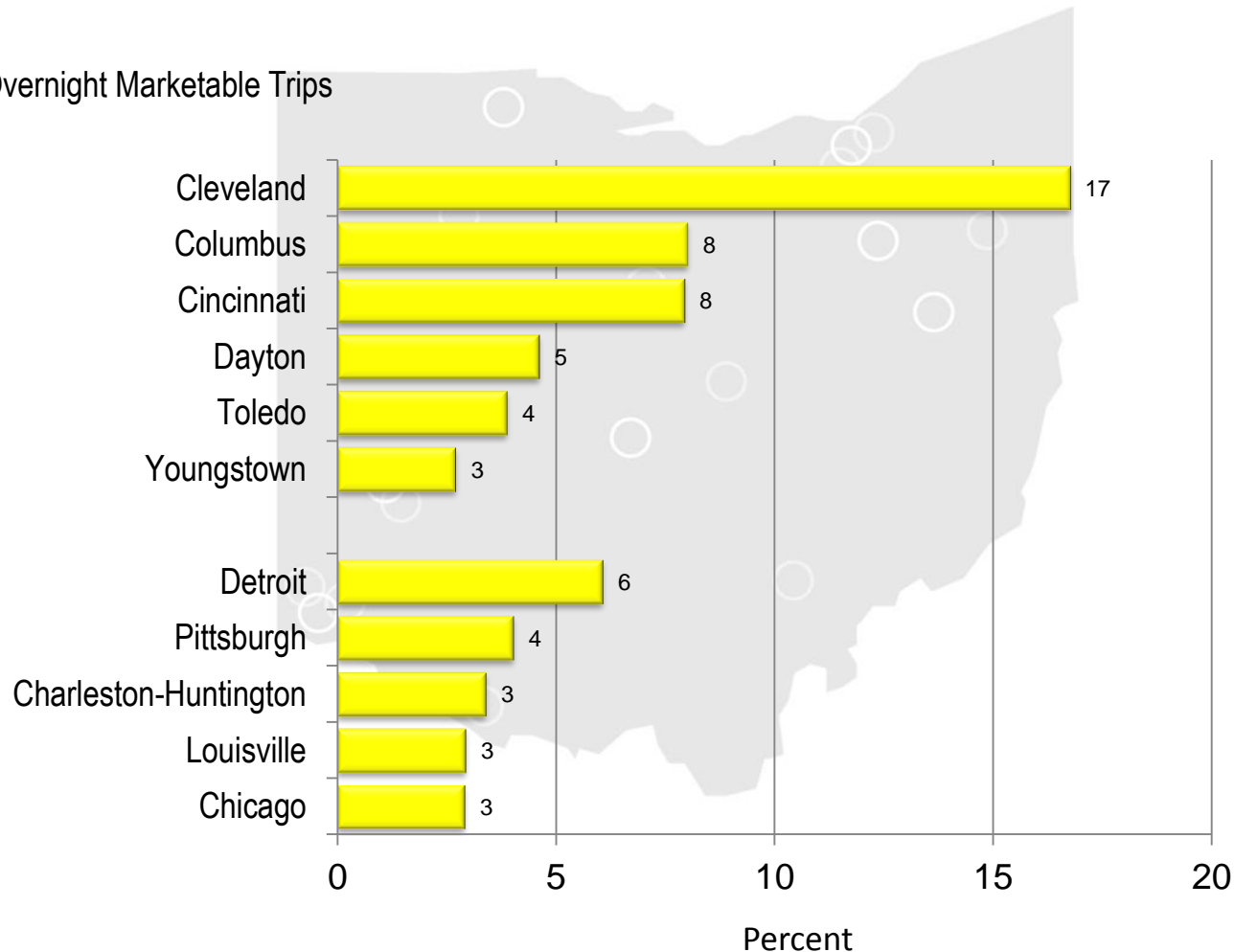
State Sources of Business

Base: Overnight Marketable Trips

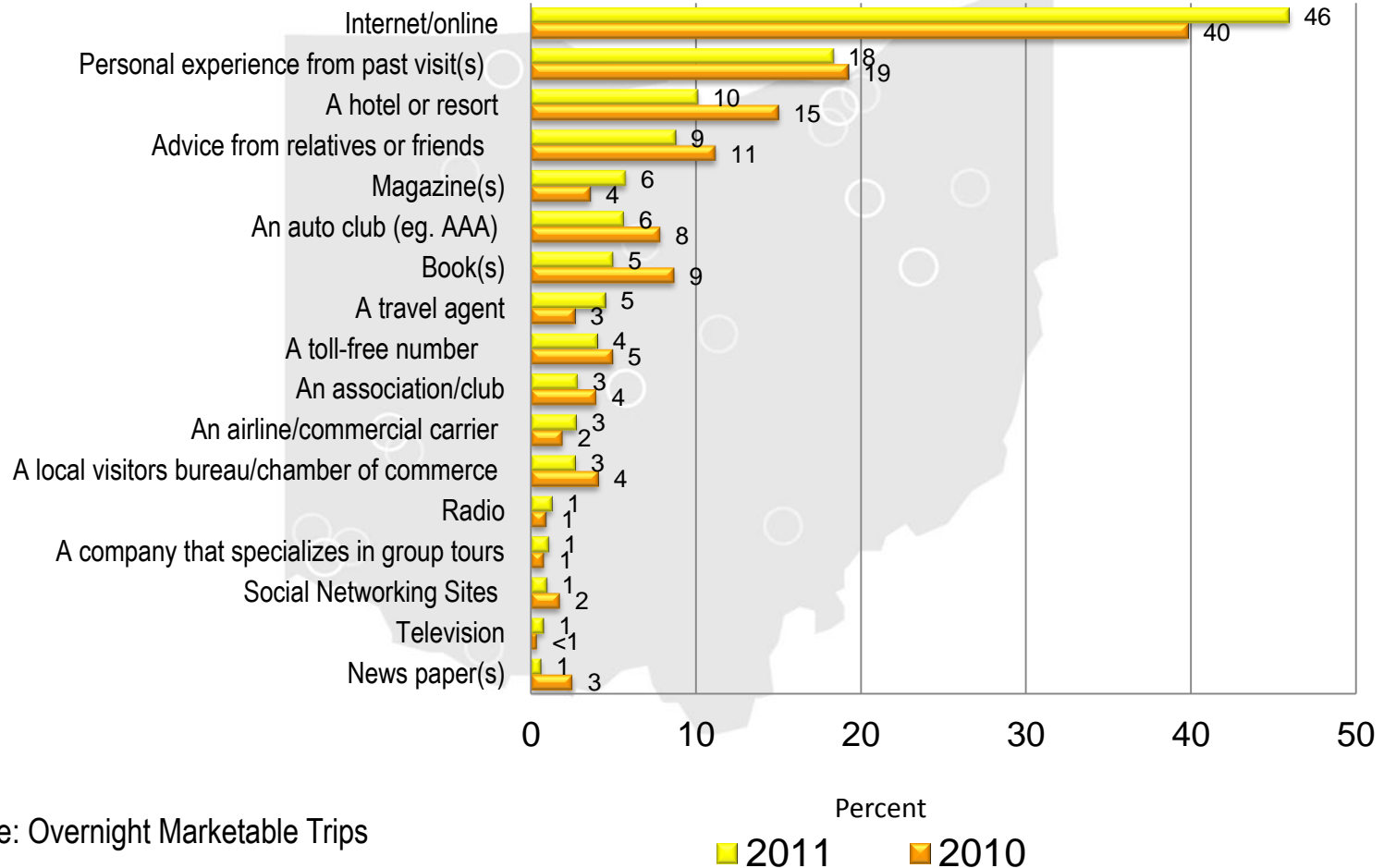


Urban Sources of Business


Base: Overnight Marketable Trips



Information Sources Used for Planning



TourismOhio's Campaign Objectives

- 
- **Increase Day and Overnight travel**
 - **Turn Day trippers into Overnights**
 - **Raise Awareness for Tourism in Ohio**
 - **Acquire and Maintain Visitor data for year-round Messaging**
 - **Continue to Deliver Powerful ROI**
 - **Increase Partner Co-Op Participation**

Primary Target Markets

- Ohio and the five contiguous states – Michigan, Indiana, West Virginia, Kentucky, Western Pennsylvania
- Detroit, Lansing, Pittsburgh, Louisville, Indianapolis, Charleston, Huntington, and Erie
- In-State markets
 - Cleveland, Columbus, Cincinnati, Dayton, Toledo, Youngstown



Secondary Target Markets

- Southern Ontario
- Chicago, IL



Primary Target

- Adults 25-49
- Families
- With kids 12 and under in the HH
- Blend of young Boomers, Generation X & Generation Y



Secondary Target

- Empty-Nesters
- Adults 55+
- Active
- Heart of the Baby Boomer generation



Young Transitionals

- Adults 25-34
- End of Generation X & beginning of Generation Y

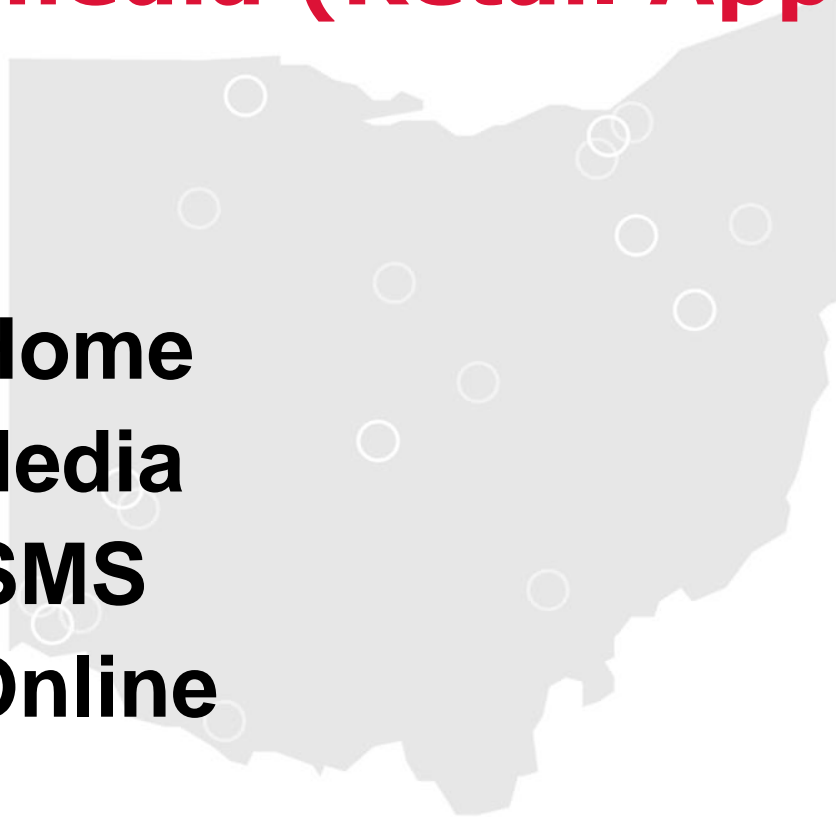
The Continued Basis of Our Approach:

- **UPSELL! - “Too Much Fun for Just One Day”**
- **Identifiable Ohio – Differentiate**
- **Through the eyes of our visitors/target audiences**
- **Retail Strategy using New and Trad. Media**
- **...And the:**



Multimedia (Retail Approach)

- TV
- Radio
- Out Of Home
- Social Media
- Mobile/SMS
- Digital/Online
- PR
- Etc...



2012 60-Second TV Advertisement



Say hi to epic adventure in Ohio

Reconnect on an African safari at the Wilds near Zanesville. Bring your whole crew when the Tall Ships Festival sails into Cleveland and Put-in-Bay. Go back in time in Ohio's Amish Country. Pack your bags, 'cause Ohio's Too Much Fun for Just One Day. Build your getaway at DiscoverOhio.com.



1-800-BUCKEYE

2013 “Too Much Fun” Mobile Tour



Fun-Mobile Adventures



Public Relations - 2013 Themes

- 
- **Arts in Ohio – now through 2013**
 - **Get Outdoors & Be Active –**
 - **kicks off in Spring**

Public Relations - 2013 Themes

Arts in Ohio

- **New Art Openings** - distributed press release on 8/28
 - Annie Leibovitz – Columbus
 - Edouard Manet – Toledo
 - Dead Sea Scrolls – Cincinnati
- **Ohio as a National / International Arts Hub**
 - Campaign on how arts scenes have shaped Ohio cities & experiences
 - Highlight unique architecture & one-of-a-kind art experiences
- **Send pitches/ideas to prinfo@development.ohio.gov**

Public Relations - 2013 Themes

Outdoors & Active

- Capitalizing on trend toward healthy travel and reunifying families by unplugging from digital world
- Campaign to launch in Spring 2013
- Looking for unique outdoor activities
 - Fossil hunting at Caesar Creek State Park
 - Also biking, bridal trails, disc golf, ziplines, etc.
- Send pitches / ideas to prinfo@development.ohio.gov

Public Relations Office Update

- **New Media Image Library – OhioTravelPix.com**
 - 1,200+ images of Ohio travel experiences now online
 - We can track who is downloading to better assist with stories
 - Any photos we don't have, we will put reporter in touch with you
- **Revamping B-Roll Library**
 - Shooting some new HD b-roll across the state
 - Eventually will host b-roll on same media library as still images
- **Scene-in-Ohio Music – www.SceneInOhio.com**
 - Site promotes travel to destinations featured in movies, television and culinary
 - Now includes music destinations
 - Toby Keith's I Love This Bar & Grill – Cincinnati

TourismOhio on Instagram!



Instagram

- Instagram – mobile-based photo sharing site
- DiscoverOhio (@Ohiogram)
 - 3,000+ followers
 - Post a new photo every day of various Ohio destinations
 - People tagging their photos with #ohiogram
 - Over 27,000 photos tagged #ohiogram since launch in May '11

"Summer of #Ohiogram"

- **How it works:**
 - **People take photos at Ohio destinations and include hashtag #ohiogram**
 - **27,000+ photos tagged in past year**
- **Photos tagged with #ohiogram from May – July, will enter consumers to win small weekly prize giveaways**





Want to be featured?



Send us your photos!!

“Summer of #Ohiogram”

- What YOU can do:
 - Encourage your visitors/social media followers to take photos of your destination and use #Ohiogram hashtag on Instagram
 - Take Photos & include #Ohiogram
 - We will often re-post photos to encourage participation in the contest



DiscoverOhio.com

- **Consumer website with the most comprehensive listing of attractions, events and lodgings in Ohio**
- **Account owners can:**
 - **Create an unlimited number of listings**
 - **Build Itineraries**
 - **List packages and special offers**
- **2012 Website Statistics**
 - **1.5 million site visits**
 - **286,000 visits from mobile devices (including tablets)**

Industry.DiscoverOhio.com Site



Marketing News & Information for the Ohio Tourism Industry



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Ohio hasIT!



The Ohio hasIT group travel guide is now available. Click below to order Copies or to read on-line

[LEARN MORE](#)

2013-14 Fall/Winter Calendar Listing Verification

The publisher for TourismOhio, Great Lakes Publishing, will contact you via e-mail in mid-May asking you to verify the accuracy of your listing.

[LEARN MORE](#)

2013 Creative Campaign



Click below to see our 2013 TV creative campaign

[LEARN MORE](#)

Order Travel Publications



Click below to order bulk quantities of TourismOhio travel publications

[ORDER NOW](#)

Partner Log in

Log into the TourismOhio Buckeye Database to manage your event and attraction listings.

Not a member? [Sign up](#)

Highlighted events

Ohio Preservation and Revitalization Conference More Info on May 21 2013 12:00 AM
in 6 days and 07:38 hours.
Public Relations Society of America (PRSA) Travel and Tourism Conference More Info on May 21 2013 08:00 AM
in 6 days and 15:38 hours.
US Travel Association's International Pow Wow More Info on June 08 2013 08:00 AM
in 24 days and 15:38 hours.
Destination Marketing Association International (DMAI) Convention More Info on July 15 2013 08:00 AM
in 61 days and 15:38 hours.
American Society of Association Executives (ASAE) Annual Meeting and Exposition More Info on August 03 2013 12:00 AM
in 80 days and 07:38 hours.

Ohio Tourism Industry Facebook Group



Aimee At TourismOhio
May 13, 2013 at 6:25 pm

Anyone attending the Public Relations Society of America 2013 Travel & Tourism Conference in Memphis May 21-24? I'm looking forward to it!



Lara Kretler Ohio represent! Marty and I will be there, too!
May 13, 2013 at 6:30 pm



Marty McDonald Can't wait to see you

Create an account

Ohio

Discover Ohio Listing Administration

[Marketing & Advertising](#)[Research](#)[Tourism Information](#)[Public Relations](#)[BuckeyeLine](#)[Contact Us](#)[Listing Admin Home](#)

Request a User Account

First Name**Last Name****Email Address****Password**

Note: Passwords are case sensitive.

Organization Name**Organization Description****Title****Street Address****City****State****Zip Code****Phone Number****Special User Type**

- ☐ Group Tour CVB
- ☐ Group Tour Motor Coach
- ☐ Group Tour Receptive Operator
- ☐ Group Tour Step-on Guide
- ☐ Meeting Planner
- ☐ Reunion Planner

National/Corporate Account ☐ I am a national/corporate account representative submitting data for Ohio specific tourism entities

"To" Sections



 Blog

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Search site... GO

WHAT TO DO WHERE TO GO WHERE TO STAY ITINERARIES OFFERS MULTICULTURAL

WHAT TO DO

OHIO HERITAGE

Ohio proudly protects the best of our past. Take a trip back in time to explore the Underground Railroad, coastal lighthouses or ancient Indian Mounds. Celebrate our contributions to making Ohio – and the world – a better place by planning a weekend trip to uncover our Ohio treasures.





SunWatch Indian Village/Archaeological Park

Rutherford B. Hayes Presidential Center

Hanby House

Fort Hill

ITINERARIES CATEGORIES



ARTS & CULTURE



HERITAGE OHIO



FAMILY FUN



SHOPPING



**SPORTS &
RECREATION**



FESTIVALS



CULINARY



AMISH



WINERIES

CREATE YOUR OWN ITINERARY

SEARCH ITINERARIES:

GO

YOUR ITINERARIES

My Itineraries

My Favorites

Log in or register to create and view saved itineraries.

[Login](#)

[Register with DiscoverOhio.com](#)



Blog

Welcome, Pat Barker | [My Profile](#) | [Log out](#)

Search site...

GO

WHAT TO DO

WHERE TO GO

WHERE TO STAY

ITINERARIES

OFFERS

MULTICULTURAL

ITINERARIES



ShareThis



One State, Eight Presidents

by DiscoverOhio

In the 50 years before the roaring 1920s, 10 men were elected President, eight hailed from Ohio--giving the state its nickname, "Mother of Presidents." From Civil War hero Gen. Ulysses S. Grant to Warren G. Harding, the list of Ohio presidents includes some of the most influential leaders in history.

Whether you're a history buff or just patriotic, you can embark on a multi-day journey visiting monuments and paying tribute to the nation's former leaders.

On Day One, visit the home of President Garfield and the National McKinley Birthplace Memorial, a 232-foot by 136-foot marble memorial. Don't forget to stop by the National First Ladies' Library.

On Day Two, travel to the Hayes Presidential Center, which includes a museum, as well as the Hayes Tomb. Then venture to the Warren Harding Memorial.

Day Three takes off at the National Air Force Museum. Check out the retired "Air Force One" that carried

Your Itineraries

[My Itineraries](#)

[My Favorites](#)

[Add New Itinerary](#)



May 2013



			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Select a date from above or try our [Event Calendar Search](#)

FREE PUBLICATIONS





Stay Informed

Keep up-to-date with information from our custom Discover Ohio e-newsletters.

Email Address

SUBSCRIBE

Tour Stops



[James A Garfield-National Historic Site](#)

A front porch can serve many purposes. For some, a place to enjoy the breeze on a warm summer night. For others, a perch from which to keep eyes on what's happening in their neighborhood. In 1880, James Garfield used his front porch as a platform to greet thousands of well-wishers during his presidential campaign. Today, the porch serves as a gateway to the story of the Garfield family.



[William Howard Taft National Historic Site](#)

The William Howard Taft National Historic Site commemorates the only man to serve as President and Chief Justice of the United States. The house that Taft was born in has been restored to its original appearance. A visit to the site includes a tour of the restored birthplace and four period rooms that reflect the family life during Taft's boyhood. The home also includes second floor exhibits highlighting Taft's life and career. The Taft Education Center, located adjacent to the Birthplace, houses an orientation video, exhibits on later generations of the Taft family, and classrooms for visiting schools. The signature exhibit of the center is an animatronic figure of the President's Son, Charlie Taft.

Offers



PACKAGE SPECIAL

Whether your ideal getaway includes American culture, world-class art or hiking through parks, you'll find what you need in Ohio. Plus, with our special offers available from our partners, you will make the process.

SPECIAL OFFERS

[View more offers »](#)

Hayes Presidential Center Military Discount: Rutherford B. Hayes Presidential Center

To show our appreciation to those who protect our nation, the Hayes Presidential Center offers special rates to active duty service people, their spouses & their dependant children.

Military adult \$3.25 per building, \$6.50 combo Military Child (6-12 \$1.50 per building, \$2.50 combo



Sunday Special Kids FREE: Historic Sauder Village

Children (ages 16 and under) are Free every Sunday. Must be accompanied by adult.

Children (ages 16 and under) are Free every Sunday



History Can Be Fun Getaway: Experience Columbus

See everything from a giant mastodon skeleton to an impressive collection of Civil War battle flags at the Ohio History Center. History literally comes to life in the adjacent Ohio Village, the re-creation of a typical Ohio town in the Civil War era. See a full-sized car made in Columbus in the 19th century and learn about the city's beginnings at the Columbus Historical Society. Travel back in time at COSI, named the #1 science center in the country by Parents magazine. Experience the very best 1898 and 1962 had to offer, and while there audition for a news anchor position!

Packages are available at competitive rates.



Herzog | My Profile | Log out

GO

MULTICULTURAL



**Hocking Hills Cabins
@ Frontier Log
Cabins**

2013 Partnership Opportunities

- **Use the Partnership Book as Your Guide.**
- **Also Available Online:**
 - DiscoverOhio.com/Industry



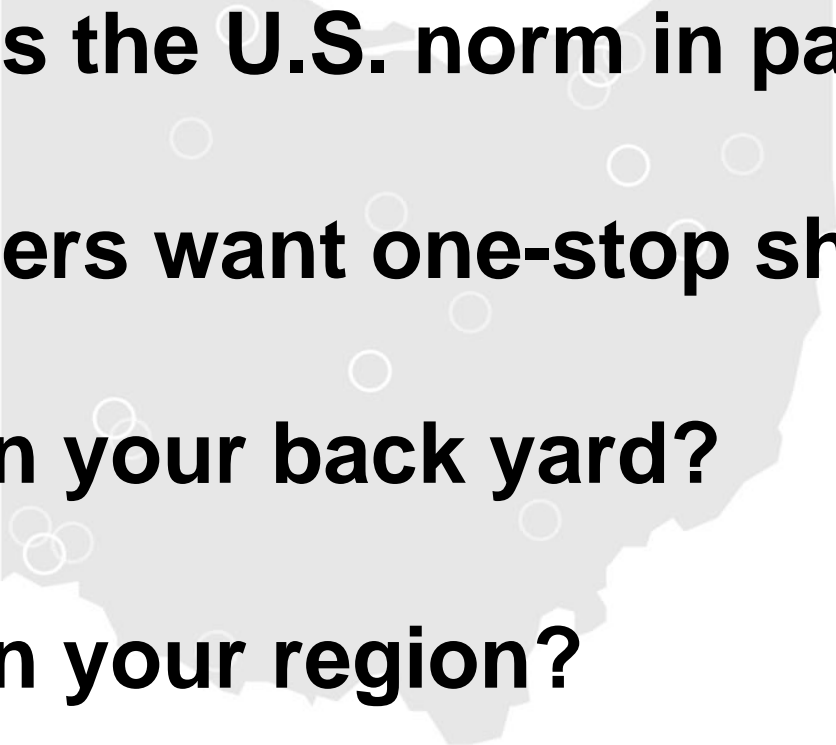
Tourism Subsidizes 50%-60%

Ability to Geo-target

Eliminate High Cost of Entry

Stronger Negotiating Power

Building Partnerships

- 
- **Ohio lags the U.S. norm in packaging!**
 - **Consumers want one-stop shopping!**
 - **Who is in your back yard?**
 - **Who is in your region?**
 - **No one stops at a county or state line!**

Partnerships

- **Must be a Win-Win**
- **What's in it For Both of You**
- **Involves some Risk**
- **Set Realistic Goals**
- **Measure and Evaluate!**

Partnerships

- **Your Main Street Organization**
- **City and County Convention and Visitors Bureau**
- **Chambers of Commerce**
- **Ohio Has It**
- **TourismOhio**



Thank You!

Pat Barker

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(614) 995-4233

DiscoverOhio.com/industry