

Ohio Tourism Talking Points

- Ohio is primarily a drive destination for leisure travelers with most visitors traveling to Ohio from inside 500 miles.
- Ohio is geographically situated within approximately 600 miles of roughly 60 percent of the U.S. population, making the state a viable consideration for travelers who decide to stay closer to home to cut their leisure vacation expenses.
- Ohio offers an amazing variety of travel experiences that can't be found anywhere else at reasonable prices. (Be prepared with some price comparison examples if possible such as Broadway show prices compared to Chicago, New York or another out-of-state market.)
- According to data from a recent travelhorizons survey, the adverse effect of an economic slowdown is most likely the transformation rather than cancellation of future travel plans. Value-conscious consumers are likely to "trade down" and seek less expensive alternatives for transportation, lodging, entertainment and recreation. (travelhorizons survey co-authored with TIA; Jan. 30, 2008)

If lodging facilities, dining establishments or attractions are running any specials or packages, this is a great time to showcase those to the media, but also highlight them on your Web site and in your marketing efforts.

- Additionally from TIA, 80% of visitors planning leisure trips will be visiting friends and relatives, an area in which Ohio excels. About 40% expressed interest in historic/heritage- focused activities or in fine dining/culinary or wine-related activities.

Fuel Price Increases

- The price per gallon at which the majority of American Leisure travelers state they would consider changing their vacation plans is \$3.50/gallon. (travelhorizons survey by TIA and Yesawich, Pepperdine, Brown & Russell; May 24, 2007)
- A number of studies including the May 2007, travelhorizons study, showed that the majority of consumers expect to continue to see high gasoline prices, but they are taking the prices more in stride than in the past. So far, there has been no measurable change in driving habits.

- Assuming a consumer gets 20 miles of gas per gallon on a 500-mile trip, they will pay for 25 gallons. Even at \$3/gallon the increase is a minimal portion of the overall travel budget.
- For regional, Ohio metro areas and national fuel costs, check the AAA Fuel Gauge information at: <http://www.fuelgaugereport.com/>. On this same site, AAA also offers a fuel cost tabulator on the left-hand portion of the home page based on the make and model of the car one drives.

National Travel Trends Forecast

- According to TIA's (Travel Industry Association) annual forecast, the U.S. travel industry is expected to post moderate gains in nearly all sectors in 2008. Travel spending by domestic and international visitors in 2008 is forecast to increase more than 5 percent to \$778.2 billion, up from projected full-year 2007 travel spending of \$740 billion. Domestic leisure trips are expected to continue an upward trend of modest growth in 2008 and a slight increase in travel for business is expected

NOTE: Ohio's economic impact, number of trips, etc. can be found on the industry portion of www.DiscoverOhio.com at:
<http://industry.discoverohio.com/contentindex.asp?ID=3&rootid=535>