



**Jan. 8, 2007
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A Message from Interim State Tourism Director Jim Greenhalge

Happy New Year! As 2007 gets under way, we know many of you are gearing up for the travel season -- working on your visitor guides, creating marketing campaigns and honing your media pitches.

With that in mind, this issue of BuckeyeLine contains a wide array of travel trending information, predictions, research, upcoming program deadlines and opportunities to let us know how we can better serve your needs.

Additionally, we encourage you to explore the extensive number of marketing programs and assistance offered to you by the Division at <http://www.DiscoverOhio.com/Industry>. And watch for the new, more robust Ohio Travel Industry Web site set to debut later this month. Please don't hesitate to contact our staff with any questions or to discuss your marketing plans for 2007.

2007 YPB&R Travel Trends (Click [here](#) for the entire list.)

-Family travel (adults with children) will continue to grow at a faster rate than all other forms of leisure travel, as both parents and grandparents continue to look at travel as a way to "reunite" families in a world increasingly dominated by work demands. *Watch for additional information on the Division's family reunion marketing efforts.*

-The new **.travel Internet domain** will continue to grow in popularity as suppliers seek to market their products and services in a more refined online environment, and consumers seek refuge from the contamination and frustration that accompanies searches in the .com domain. Click [here](#) for additional information.

A Taste of TIA Research

-Weekend Getaways have been on the upswing nationally, increasing 10 percent in just five years to 225 million leisure person-trips in 2005. The weekend traveler is more likely to have a high income and be interested in packing in as much leisure activity as possible in a short time. They spend an average of \$416 on trips excluding transportation compared to \$360 for overall trips. *That makes this market segment a prime target for travel packages.* Click [here](#) for the full release.

The Month in Numbers

All statistics represent a fiscal-year-to-date figure. The Division's fiscal year began July 1, 2006 and lasts until July 31, 2006.

Travel Weekly Predictions

Click [here](#) for the full report. (registration required)

-The **hotel industry** is projecting that supply will begin to catch up with demand as hundreds of hotels open new facilities in 2007. Another top trend will be investment in renovations with Marriott, for example, set to invest \$1 billion over three years to upgrade its Renaissance Hotel & Resort brand. There also will be an emphasis on product differentiation. For example, Four Points by Sheraton is working to carve out an "uncomplicated" niche for itself while emphasizing comfort foods. And Westin will be emphasizing wellness. Watch for more hotel chains to go "green."

-The **packaged travel and tour industry** should see a great year barring any major disasters. The U.S. Tour Operators Association says the industry is more financially stable now than it has been for years creating a good environment for mergers and acquisitions. River cruising is the hottest growth area, and that will continue, but operators will increasingly be

flirting with ocean cruise options.

Additional [global projections](#) were offered by futurist Marvin J. Cetron. He addresses growth of tourism in Asia and by the Chinese population, benefits in technology, air travel, security and aging of the baby boomers.

DiscoverOhio.com Admin Temporarily Unavailable Jan. 10 – 15

Work on the new DiscoverOhio.com consumer and industry sites continues, with the launch of both sites scheduled for mid-January. As we approach launch date, the industry Listing Administration section (www.DiscoverOhio.com/edit) will be unavailable Jan. 10–15 for updates to the system. If you have new listings/information of a timely nature you want to add to the database, please take action as soon as possible so that listings can be reviewed and approved prior to Jan. 10. Any items that are not approved prior to the 10th will be put on standby until after Jan. 15.

Keep in mind, DiscoverOhio.com's new design provides an even greater opportunity to market your travel destination with images as well as with words. As research continues to show us, people browsing for travel information online spend more time on pages containing photos. Be sure to add photos to your listing now to take advantage of this great marketing opportunity. For more information contact Roger Barker at rbarker@odod.state.oh.us or (614) 466-5158.

New Ad Deadline/Revisions in The Motorist/Northeast Ohio Edition Co-op

Industry members planning to participate in the Division's co-operative advertising opportunities are encouraged to read the revisions made to *The Motorist/Northeast Ohio* edition (formerly *The Ohio Motorist* magazine.) Although the previously announced advertising rates will remain the same, several ad sizes have been discontinued as the publication has altered its format and layout. The new insertion deadline has been moved forward to Jan. 30. For more details, please click [here](#).

Please note that the deadlines are approaching for all of the Division's low-cost advertising opportunities. If you have any questions regarding the available opportunities, please click [here](#) and contact the publication directly. We hope that you will find these opportunities to be beneficial in stretching your advertising dollars.

MAP Phase Two Reimbursement Requests Due Feb. 28

Please note that Phase Two of the Marketing Assistance



Visitors to
DiscoverOhio.com

Up 36% YTD
(through Dec. 31)



Calls to 1-800-
BUCKEYE

Down 35% YTD
(through Dec. 31)

Program (MAP) ended on Dec. 31, 2006. Reimbursement requests may be submitted to Fahlgren as early as Jan. 1, and must be in their office no later than 5 p.m. on Feb. 28. When submitting your reimbursement request, please provide all back-up media for the phase. The required materials for back-up are described in the [MAP guidelines](#).

In addition to the reimbursement application and back-up, please provide a summary of the ROI achieved in all efforts using the Marketing Assistance Program. If you have any questions in regards to this request, please contact Julie Camp.

Please remember that failure to complete 80 percent of the approved media plan or to submit reimbursement forms will result in a one-year disqualification from the Cooperative Marketing Program. We want to work with you to ensure that this doesn't happen. An electronic version of the reimbursement form can be found [here](#). Please keep copies of all of the back-up materials accompanying your reimbursement request. In the event that questions arise regarding compliance with the program rules or logo guidelines, you will need these materials for reference.

Your invoice must be on your company's letterhead, billable to Fahlgren, Inc. Due to accounting procedures involved, please allow up to eight weeks for receipt of your reimbursement check. Please send the original reimbursement form, invoice and all back-up media to:

Fahlgren, Inc.
Attn: Ann Oliver
585 South Front St., Suite 300
Columbus, OH 43215

If you have any questions, please do not hesitate to contact Julie Camp at (614) 466-3734, or via email at jcamp@odod.state.oh.us.

2007 Ohio Cooperative Marketing Program

Phase One applications for the 2007 Cooperative Marketing Program have been reviewed, and award notification letters were mailed the week of Dec. 11. Qualified funding requests far exceeded the budget allocated for Phase One. Every effort was made to distribute funding equitably among eligible applications. If you applied for funding and have not yet received a letter regarding your application, or if you have any questions as to how monies were awarded, please contact [Julie Camp](#).

Please note that Phase Two (July–December) applications will be due June 1, 2007. Applications submitted prior to the deadline will not be awarded funding until all applications have been received.



PR Earned Media Total
Circulation

Up 2% YTD
(through Nov. 30)



PR Earned Media ROI
Circulation

Up 7% YTD
(through Nov. 30)

Pillar Guides Available for Distribution

Please take a look at your current inventory levels of Pillar Guides and let us know if you would like to order additional quantities for distribution from your visitors center or literature rack. These guides were introduced last spring and promote Ohio's travel experiences in four focus areas: Sports & Recreation, Family Travel, History/Heritage and Cities/Culinary/Culture. To request additional guides, please contact [Julie Camp](#).



PR Earned Media ROI
Ad Value

Up 1% YTD
(through Nov. 30)

Top 10 Packaged Travel Marketing Elements to Focus on in 2007

Joe Veneto, a tourism consultant who has appeared at the Division's marketing conference and other local and national events, compiled a list of group tour trends to watch in **Leisure Group Travel's** special supplement 2007 Industry Forecast. Here are a few of his insights:

- 1) The driving motivation of today's customers has shifted to travel experiences that connect with people's interests and affinities.
- 2) Find the people with both time and money. Look at how people are connected to their communities, one another and their potential travel companions.
- 3) Target the affinity groups that may have interest in your tourism product:
 - Bank market with people in the same economic group who share a meaningful connection point
 - Religion brings people together with a common belief system and set of values
 - Alumni travel offers not just trips, but an opportunity to relive and strengthen the bonds of a common educational experience over and over again
 - Mosaic travelers who belong to specific groups based on ethnicity, race or sexual preference (African –Americans, Hispanics or Gay/Lesbians)
 - Red Hats
 - Family reunions
 - Sports and sporting events
- 4) Take advantage of direct marketing opportunities, whether traditional, online or permission-based, which also provide connections that access customers.
- 5) Market the special, included features to tour operators that individual travelers can't get on their own.



E-Newsletter
Subscribers

Up 58% YTD
(through Dec. 31)

6) Multigenerational family travel is another emerging trend to consider capitalizing on by packaging trips for family, grandparents and grandchildren, neighbors, relatives or close friends.

7) Baby Boomer and Generation X parents want to provide travel experiences for their children, and it is more appealing for them to unpack and stay in one spot while including optional day trips during a shortened seven- or eight-day trip.

8) Cultural and Special Interest Markets are seeking travel programs that feature learning components with an expert or authority to create unique experiences.

9) Culinary travelers want to be immersed in the cooking experience working with famous chefs and gourmet food experts (at restaurants, wineries, breweries, etc.).

10) Knowing more information about the tour operator's customers and being aware of new and emerging trends will help to package travel experiences that connect people on an emotional level.

Group Tour Meetings Scheduled for January

The Division has hired Colette Chandler from The Marketing Insider to evaluate Ohio's group tour market and assist with the direction of the state's future projects. Town Hall meetings for representatives who are active in the group tour market at the state, regional and national level have been scheduled between Jan. 16 and 24, with specific details below. Please plan to attend one of these events to make sure your concerns, ideas and questions are heard. (Note: you may attend a Town Hall meeting in any location).

Please R.S.V.P. by 5 p.m. on Jan. 11 to Joy Doty at jdoty@odod.state.oh.us or (614) 466-5377 and provide your name, company, phone number, email address and the date of the meeting you will attend.

Jan. 16

Cambridge/Guernsey County Convention and Visitors Bureau
627 Wheeling Ave.

Cambridge

Time: 1-3 p.m.

Location: Guernsey County Administration Building,
Multipurpose Room, 1 st floor

Parking across the street

Jan. 17

Ohio Historical Society

1982 Velma Avenue

Columbus

Time: 1-3 p.m.

Attention Group Tour Partners:

The Division is starting an information collecting program to gauge the direction of the state's group tour industry. To help us move forward, please click [here](#) to fill out a survey. We request that you submit

Location: Check with receptionist upon arrival, they will provide free parking

your data by Jan. 19.

Jan. 19

Dayton Convention Center
22 East Fifth Street
Dayton

Time: 2-4 p.m.

Location: Room 208

Parking is available at the Transportation Center parking garage on the corner of Jefferson and Fifth Streets

Jan. 23

Mapleside Farms Restaurant
294 Pearl Road
Brunswick

Time: 1-3 p.m.

Jan. 24

Ottawa County Visitors Bureau (Welcome Center)
770 S.E. Catawba Rd.
Port Clinton

Time: 1-3 p.m.

Best Practices: The Psychology of Travel

In the travel marketing world, we've come to realize that a one-size-fits-all message isn't an effective way to motivate travelers. We realize that there are different types of travelers who relish different types of experiences. However, matching the right messages with the right groups has been a frustratingly difficult process. For the first time, sociological research is shedding light on the way in which people make travel decisions, and how we as travel marketers can motivate them to visit our destinations.

A [recent article](#) in Condè Nast Traveler catalogs the psychographic varieties of travelers. Knowing how each group thinks about travel and what motivates them can lead to insight in how or whether you market to them. For instance, a person who prefers the predictability of a chain hotel would be much harder to convert to a stay at a rustic cabin. Similarly, a person who relishes independent adventures would be a relatively tougher sell for a bus tour of Amish country.

The research, conducted by Stanley Plog, documents a spectrum made up of six types of travelers. Below are brief descriptions of each of the groups and what makes them tick. For in-depth information, refer to the link above or visit www.besttripchoices.com.

Authentics make up 3 percent of travelers. They tend to choose destinations that are well known, to travel with groups and prefer driving to flying. They pay attention to

advertisements but make up their minds early.

Mid Authentics make up about 17 percent of the population. They tend to take fewer trips, and when they do, packages and nearby destinations are popular choices.

Centric Authentics are about 29 percent of travelers and they are markets by a desire for personalization and relaxation. This type of traveler is likely to use a hotel's concierge service in arranging a "perfect" stay. They seek well-developed destinations with a range of comfortable accommodations.

Centric Venturers comprise about 30 percent of travelers. They prefer a little luxury and have no preference between flying and driving. Advertising is an effective means of communication to Centric Authentics and Centric Venturers.

Mid Venturers are about 17 percent of the population. They travel often, including a high proportion of overseas trips and tend to be physically active. Mid Venturers and Venturers value news stories more than advertisements in making travel decisions.

Venturers are about 4 percent of travelers. They prefer to go to undiscovered places, aren't afraid of roughing it, and want to experience a destination on their own, and prefer exhilaration to relaxation.

Tech Corner: What Lies Ahead in 2007?

2006 was the year of social media, when YouTube, FaceBook and MySpace took off like wildfire, offering marketers a way to talk to consumers on a personal level. Now we're entering the bold new year of 2007. No one knows for sure what the year will hold in the ever-changing field of online marketing, but keeping an eye on new technologies will be as important as ever.

Here are a few technologies to watch for this year:

Mobile Video: As video iPods grow in popularity and mobile Web users increase (from more than 34 million at the current time), more people will be watching downloaded digital video in more places. Make it a goal this year to offer compelling online video from your Web site.

Specialized Social Networks: Though mass-market, social network sites like MySpace will remain popular, Web users will start flocking to niche network sites that bring together people with similar interests. If you can find a network that taps into your target market, that represents a much better bet for marketing effectiveness than a broad, general site.

Online Mapping Programs: 2006 saw the launch of Google Earth, and 2007 will see online mapping programs gain more features that add value for consumers and marketers. Web sites will offer travelers a way to share the details of their trips with friends by tagging points on a map with text, photos and video. This would also be a good opportunity for a CVB to tag spots of interest to create an online, interactive travel guide.

Behavioral Targeting: If you have an online community (such as a list of e-newsletter subscribers) it will be increasingly important to offer specialized messaging to subgroups within it. E-mail list software will help you track which links are of greatest interest to your subscribers. It's up to you to offer a message you think will be compelling based on that data.

Where in the World?

Jan. 23-24 - Tammy in New York for Media Mission

Discover Ohio!

www.DiscoverOhio.com - 1-800-BUCKEYE - AskOhioTourism@odod.state.oh.us
Ohio Department of Development, Division of Travel and Tourism,
77 South High Street Columbus, Ohio 43215-6130
Ted Strickland, Governor; Lee Fisher, Lt. Governor

