



Aug. 3, 2007
Welcome!



In this issue...

[A Message from State Tourism Director Amir Eylon](#)
[Group Tour Trade Show Schedule Announced](#)
[Attend a Division Stakeholder Meeting to Help Shape Marketing Plan](#)
[2007-08 Fall/Winter Calendar of Events Now Available](#)
[2008 Spring/Summer Calendar of Events Listing Deadline Sept. 7, 2007](#)
[Phase Two – Cooperative Marketing Funding Awarded](#)
[Aug. 31 Deadline for Phase One Cooperative Marketing Program Requests](#)
[Division Comings and Goings](#)
[Multicultural Initiative Reaches Thousands in Cleveland and Cincinnati](#)
[Division Greets Honda Homecoming Visitors](#)
[Best Practices: Convincing Americans to Take a Break](#)
[Tech Corner: Campaign Tracking](#)
[WBNS 10TV Columbus Highlights Ohio Travel Week of July 23 Where in the World](#)

A Message from State Tourism Director Amir Eylon

Greetings to all Ohio Tourism Industry Partners!

As I sit down to write this message, I can hardly believe how quickly the summer is moving along. July was a whirlwind month here at the Division of Travel & Tourism as our team has begun the process of 2008 planning, while still moving forward on current opportunities.

The Month in Numbers

Statistics represent a fiscal-year-to-date figure unless otherwise noted. The Division's fiscal year began July 1, 2007 and lasts until June 30, 2008.

I wish to thank all of our Industry Partners who have made it to our first few Stakeholder Meetings. These have provided invaluable dialogue and feedback to our team, and will help us in paving the way forward towards new successes. I look forward to our upcoming Stakeholder Meetings in August around Ohio, and invite as many Industry Partners as possible to join us.

As you can see, PARTNERSHIP is at the top of my list when it comes to identifying the necessary tools for success in selling Ohio to the world. Traditionally, everything this Division does involves some level of partnership. Whether it is in our cooperative advertising programs, Buckeye database, electronic marketing, publications, or group tour efforts, we count on the Industry to help provide us with the content, ideas, resources, etc... that are needed for us to tell Ohio's many stories. Naturally, the more we work together and leverage our resources effectively, the more we all benefit in terms of return on our investment.

Moving forward, this Division will work hard to not only strengthen existing partnerships, but also to develop new partnerships. These partnerships will have to be innovative and cost-effective, and you will likely see us exploring new sectors of potential partners. A renewed focus on what we call non-traditional partnerships (those involving organizations not directly affiliated with travel, but seeking a similar audience) will be a part of this developing strategy. In the coming months, I encourage all of us to think about potential partnerships that may be out there that need exploring. As I continue my travels around Ohio, I will be asking for your thoughts about potential partnerships and new program ideas that may benefit our Industry.

Once again, thank you to all those Industry Partners who have engaged with my office in the past month. The Spirit of Partnership is tremendous across Ohio, so let's work together to leverage this into even greater success!

Group Tour Trade Show Schedule Announced

Thank you for your patience and support throughout the past several months during our leadership transition. Coming on board mid-summer, it quickly became apparent that many important deadlines are upon us in many areas including our group tour sales and marketing efforts.

While we are beginning the planning process for 2008, it is important that we still are able to maintain a presence in the marketplace this fall.

It is our goal to strengthen the Ohio team and increase awareness of Ohio's group tour product among professional tour operators, group leaders and other key players in the distribution channel. At this time, we are pleased to announce that the Division will be attending the following upcoming conventions/trade shows:



Calls to 1-800-BUCKEYE

Down 28% YTD
(through June 30)

- National Tour Association's Annual Convention in Kansas City, Nov. 1-7, 2007
- American Bus Association's Annual Marketplace in Virginia Beach, Va., Feb. 2-8, 2008
- Heartland Travel Showcase Annual Regional Trade Show in Milwaukee, March 7-9, 2008
- African American Travel Conference in Cleveland, April 8-10, 2008

While an overall effective industry strategy must still be developed in the coming months, it is important for the Division to secure our positions at these shows now to ensure our participation in some time-sensitive opportunities. Registering for tradeshow, however, does not replace the need for effective planning.

Moving forward, we will begin engaging group tour industry stakeholders on an advisory basis, so that the industry can assist us in determining the best strategies to develop and implement for group tour marketing at the statewide level. Please stay tuned for further communications regarding the formation of this group tour stakeholder advisory group.

The Division's 2008 marketing plan will be presented to the Industry this fall, and we invite you to participate in our sales and marketing efforts. Please don't hesitate to contact us with your questions or to share your ideas or concerns. We look forward to working with you throughout this revitalization process.

Attend a Division Stakeholder Meeting to Help Shape Marketing Plan

As a member of Ohio's tourism industry, you are invited to attend an Ohio Tourism Stakeholder Meeting with Amir Eylon, Ohio's new State Tourism Director, and Alicia Reece, Assistant State Tourism Director. This is your opportunity to meet the leadership team, hear the latest Division updates and provide your input and feedback for Ohio's tourism direction and plans in 2008 and beyond.

So come on out and be a part of the process to set the course for the future of Ohio's Tourism Industry!

Following are details on the confirmed Stakeholder meetings and areas where future meetings will be held.

Mansfield

Thursday, Aug. 9, 10:45 a.m. – 12:15 p.m.

Renaissance Theatre

138 Park Ave W

Mansfield, Ohio 44902

RSVP to Lee Tasseff at ltasseff@mansfieldtourism.com



PR Earned Media ROI Circulation

Up 3.5% YTD
(through June 30)

Logan

Monday, Aug. 13, 10 a.m. - noon

Inn at Cedar Falls
21190 St. Rt. 374
Logan, Ohio
RSVP to Ellen Grinsfelder at ellen@innatcedarfalls.com

Geneva-on-the-Lake

Wednesday, Aug. 22, 10 a.m. – noon

The Lodge and Conference Center at Geneva State Park
4888 North Broadway
Geneva-on-the-Lake, Ohio 44041
RSVP to Donnie Winchell at dwinchell@ohiowines.org

Perrysburg

Wednesday, Aug. 29, 1 – 3 p.m.

Fort Meigs
29100 W. River Rd.
Perrysburg, OH 43552
RSVP to R. Finch at rfinch@ohiohistory.org

New Philadelphia

Monday, Sept. 10, 10 a.m. – noon

Hampton Inn
1299 W. High Avenue
New Philadelphia, Ohio 44663
RSVP to Chrissy Blackwell at chrissyblackwell@tusco.net

A meeting also will be held in **Cincinnati**. The time and meeting space for this meeting are yet to be determined, but will be communicated as soon as we have the details.

We look forward to hearing your ideas for enhancing Ohio’s tourism economy.

2007-08 Fall/Winter Calendar of Events Now Available

The Division is pleased to announce availability of the new 2007-08 *Fall/Winter Ohio Calendar of Events*. We are continuing the same distribution plan as last year for bulk quantities of the calendar. Initial orders will be limited to one box (100 per box) of calendars per organization until mid-September. This will allow sufficient time to fulfill a majority of consumer requests before resuming fulfillment of bulk orders. Thank you in advance for working with us on this distribution plan. Calendars can be ordered from the Buckeye Fulfillment Center at www.DiscoverOhio.com/industry; please click on the Division Resources tab at the top of the page and then click Tourism Information then Bulk Publication Request.



PR Earned Media Total Circulation

Down 18.6% YTD
(through June 30)

2008 Spring/Summer Calendar of Events Listing Deadline Sept. 7, 2007

To have your Ohio event considered for inclusion in the printed 2008 Spring/Summer Discover Ohio Calendar of Events (100,000 quantity will be printed), please submit/update your information to the [Buckeye database](#) by 5 p.m. on Friday, Sept. 7.

If your database entry is current, there is no need to re-submit. Please review your entries to ensure dates, phone numbers, etc. are accurate. The calendar will cover events that take place between March 1 and Aug. 31, 2008. Due to space limitations, not all events submitted and approved will appear in the printed calendar, however, all approved events will be available on DiscoverOhio.com.

Log on to the [Buckeye database](#) today to add your spring and summer events.

Phase Two – Cooperative Marketing Funding Awarded

If you applied to Phase Two of the cooperative marketing program, you should have received your award letter via email on Tuesday, July 31st. We appreciate your patience during this process and are happy to announce a \$100,000 increase in the program budget. Even with the increase, the requests for funding exceeded our new budget so in order to accommodate as many partners as possible, all applications requesting more than \$1,000 were trimmed by 20%.

If you did not receive your award letter, please contact Julie Camp via email at jcamp@odod.state.oh.us. Please remember to email us your ads before they go to the printer. This is the best way to ensure that you will receive funding for all of your work.

Aug. 31 Deadline for Phase One Cooperative Marketing Program Requests

Just a reminder... please submit your Phase One reimbursement requests to the Division, no later than 5 p.m. on August 31, 2007. When submitting your request, please provide all back up media for the phase. The required materials for back up are described in the program guidelines.

<http://industry.discoverohio.com/media/148/493.pdf>

Please remember that failure to complete 80 percent of the approved media plan or failure to submit reimbursement forms will result in a one-year disqualification from the program. An electronic version of the reimbursement form can be found here.



PR Earned Media ROI Ad Value

Up 41.9% YTD
(through June 30)



DiscoverOhio.com Pageviews

Up 8% since
June 2007
(through July 31)



Not a member? [Join](#) today!

Please keep copies of all of the back-up materials accompanying your reimbursement request. In the event that we question your compliance with the program rules or logo, you will need these materials for reference.

Send the original reimbursement form <http://industry.discoverohio.com/media/148/499.pdf>, invoice and back up media to:

Ohio Division of Travel and Tourism
77 South High Street, 29th Floor Columbus, OH 43215
Attn: Cooperative Marketing Program

We will process your requests upon their arrival and submit them for processing once our advertising agency contract has been awarded. There is a chance that we will request you to make your invoices billable to a different address. We will communicate this information to you immediately to ensure prompt payment. If you have any questions, please contact Julie Camp, jcamp@odod.state.oh.us.

Division Comings and Goings

Advertising Specialist Julie Camp has announced that she will be pursuing a new career opportunity as Director of Community Relations with Emeritus Assisted Living. During her nearly two years with the Division, those of you who have worked with Julie know what a wonderful, patient and capable individual she is. She is probably best known as the coordinator of the Division's Cooperative Marketing Program, but during her tenure with the Division, Julie has increased her skill set by working on a number of advertising photo shoots, providing input and helping to coordinate the Division's print and radio advertising and more. While we all will miss Julie, we hope you will join us in wishing her well in her new journey. Julie will be at the Division through Aug. 16.

Multicultural Initiative Reaches Thousands in Cleveland and Cincinnati

Thousands of potential travelers received the newly released Multicultural Excursions and Family Reunions publications that were unveiled to visitors July 26-27 during the Tom Joyner Morning Sky Show in Cleveland and at the Macy's Music Festival in Cincinnati.

On Thursday evening, the Division sponsored an "Up All Night Party" in Cleveland, in preparation for the Tom Joyner Morning Sky Show Radio Program. Hundreds of people turned out for the all-night event and stood in line for seats at the morning Sky Show which had an attendance of more than 3,000. Julie, Alicia, Risa Roberson from the Rock and Roll Hall of Fame and Museum and two representatives from the Minority Business Division in the Ohio Department of Development staffed the table throughout the night. A local radio

station, 93.1 WZAK, hosted the party and included Division tourism messaging in all of their radio and onstage promotions.

During the Macy's Music Festival on Friday and Saturday in Cincinnati, the crowd topped 35,000 visitors from many of our target markets including Ohio, Chicago, Michigan, Indiana and more. Julie, Joy and others distributed thousands of Travel Planners, Multicultural Excursions and Family Reunion publications to the crowd as they entered the festival. Additionally, Division tourism advertising was featured on the JumboTron three times each evening. And Alicia welcomed the crowd on Saturday night and encouraged visitors to explore Ohio's tourism Web site, www.DiscoverOhio.com and click on the new Multicultural Link. Thank you to the Development Department's Minority Business Division for providing staffing at the Macy's booth on Saturday.

Division Greets Honda Homecoming Visitors

The Division was once again invited to participate in Honda's Homecoming event July 26-28. During the event, Honda motorcyclists from across the country ride to Honda in Marysville to tour the motorcycle plant, share their cycling experiences, enjoy concerts, see the latest motorcycles, ride Ohio's scenic roadways and more.

Hundreds of people stopped by the Division's table this year and were greeted at various times by Celeste, Eric, Joe, Joy or Aimee. ODOT maps, Travel Planners and the History & Heritage pillar guide were the "hot" items for visitors as they ventured out to Discover Ohio on two wheels.

Best Practices: Convincing Americans to Take a Break

The stories have been all over the news for years: those Americans who earn vacation days just aren't using them. The traditional American two-week vacation has morphed into a couple of long weekends. Meanwhile, those lucky Europeans are just beginning their month-long August breaks from work and are out seeing the world.

Whether the pressures of work are too hard to escape or travel costs are keeping people home, we in the tourism business have to make two messages to get across to our potential customers. The first is one everyone already knows: "Visit/sleep/eat/have fun HERE," – and we're all good at that. The second should be: "You need a break – take a vacation!"

Leisure travel spending is completely discretionary. We're not just fighting with other cities and states for market share. We're facing the prospect of a market that may shrink or grow more slowly because people choose not to vacation at all. We know from scientific research

that vacations actually improve work performance. De-stressed and relaxed workers are more productive. So in our marketing, advocacy and daily work life, one of our messages should be convincing people that they vacations are good for them.

One idea for your consideration is to develop Stress Relief Packages. These might consist of a weekend or long weekend including accommodations, activity or attraction passes of some sort and perhaps a meal option. The easier you can make it for the stressed consumer to stop and buy everything in one package (with customizable options so there is some choice involved), the better.

Another thought has two different options. The first option would be to market long getaway weekends that offer complete rejuvenation experiences such as spa experiences, hikes, organic food choices, learning to meditate, stress/time management, etc. But most important is a total disconnect from phones, computers, televisions, etc. For some guests, this getaway will not only relax them for the time they are away from home, but also will help them learn to cope better with their busy daily lives when they return to them.

Another twist on this similar getaway would be to offer the rejuvenation experiences mentioned above, but also offer high-tech facilities or a business center. For guests who just can't "turn off" or "tune out," their stress levels will be reduced by providing the machinery and opportunity to check and send email and faxes. They will have greater peace of mind knowing that business is being handled and they can relax for the rest of the day and not return home to a mountain of work, e-mail and voicemail messages.

Tech Corner: Campaign Tracking

If you're currently using more than one marketing vehicle to direct traffic to your Web site, you can benefit from an easy way to determine the ROI of each program. Whether you've bought a pay-per click keyword on Google placed an ad on a newspaper's site or sent e-newsletters, the goal is probably the same for each: get visitors to your homepage.

With customized tracking links, you can track the effectiveness of each of your campaigns and compare them to one another on a real-time basis, better enabling you to determine which programs give you the best ROI. A customized tracking link will record a campaign source, keyword buy, medium, content tag and name, which will allow you to discern the source of your clickthroughs. For example, instead of linking an ad or keyword buy directly to your homepage (i.e. <http://industry.discoverohio.com>), you can insert a customized tracking link (i.e. http://industry.discoverohio.com/?utm_source=buckeyeline&utm_medium=email&utm_content=aug07.) This may look unwieldy, but both links get the user to the same place, and you can collect a lot more information on your site visitors with the latter. If you're using Google Analytics on your site, click [here](#) for an easy tool to help you create the links.

During and after your campaign, you can check Google Analytics for the prevalence of your links. But keep in mind a few things: the number of clickthroughs is less important than the quality of those clickthroughs. With the tracking links, you'll be able to see not only clickthroughs, but also the average length of site visits, the average number of pages visited and the bounce rate (which means the percentage of visitors who left your site completely from the page of entry.) The longer the average visit and the more pages viewed the better, and the higher the bounce rate, the worse your campaign did. With this information in hand, you'll be able to allocate your online marketing budget to the programs that have proven to work best for your site.

WBNS 10TV Columbus Highlights Ohio Travel Week of July 23

The Division Public Relations Office provided Columbus's NBC station with a variety of ideas for a week-long series on Ohio travel opportunities within the WBNS 10TV viewing area. Anchor Andrea Cambern and Weatherman Chris Bradley had some great experiences on the road at: Indian Lake, Piatt Castles, Hocking Hills, Hocking Hills State Park, Etta's Lunchbox Café, the Wilds, Marysville and more. Segments remain accessible on the NBC4i.com Web site where the 10TV team provided a link to DiscoverOhio.com, CVB Web sites and many additional tourism sites in each area they visited. To view video clips and still images of the Summer Road Trip series online, click <http://www.10tv.com/?jrl=691836&sec=roadtrip&clk=140650>.

Where in the World

- Aug. 2 Amir and Alicia at Stakeholder Meeting in Huron
- Aug. 2-3 Joe at e-Marketing Insight Conference, Detroit, Mich.
- Aug. 13 Amir and Alicia at Stakeholder Meeting in Logan
- Aug. 15-18 Amir at ESTO in Phoenix, Ariz.
- Aug. 22 Amir and Alicia at Stakeholder Meeting in Geneva-on-the-Lake
- Aug. 29 Amir and Alicia at Stakeholder Meeting in Perryburg

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

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