



June 6, 2007



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Amir Eylon Named State Tourism Director

Lieutenant Governor Lee Fisher today announced the appointment of Amir Eylon as the Director of the Travel and Tourism Division within the Ohio Department of Development (ODOD). As State Tourism Director, Eylon will lead the State's efforts to drive economic development through



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, 2007.

aggressive marketing of the state's vibrant travel and tourism industry; attract travelers from outside the state to Ohio; promote travel within the state; and sell Ohio's unique business opportunities for the travel industry.

"The business of tourism is one of Ohio's greatest assets and Amir's experience and leadership will be extremely valuable as we continue exploring opportunities to enhance Ohio as a business and tourism destination," said Lt. Governor Fisher, who also serves as the Director for the Ohio Department of Development. "I am confident that Amir's comprehensive knowledge of Ohio tourism will help boost an industry that is already a major economic contributor."

Eylon previously served as Executive Vice President of the Ohio Hotel & Lodging Association, where he was responsible for administration, budgeting, marketing, and overall operations of one of the largest state lodging associations in the nation. Under his leadership, the Association experienced tremendous growth both in terms of membership and industry leadership.

Eylon formerly worked for more than five years at the Ohio Department of Development's Division of Travel and Tourism, serving as Assistant State Tourism Director. At ODOD, he managed a team of 14 in the marketing, public relations, tourism information, research, heritage tourism, and fiscal offices within the Division of Travel and Tourism. He was responsible for leading the state's travel industry outreach strategy and managing industry relations to develop statewide partnerships.

Eylon was also Sales and Marketing Manager for the Steuben County Conference & Visitors Bureau in Corning, New York and has served on several travel and tourism professional boards and committees, including the Ohio Tourism Roundtable; the Ohio Travel Industry Advisory Council; and the International Society of Hospitality Association Executives Board of Directors.

Eylon holds a Bachelor of Arts Degree in Political Science from the University of Dayton. Eylon's first day at the department is June 25, 2007.

2008 Discover Ohio Travel Planner Listing Deadline July 27

All Ohio travel and tourism entities are invited to submit/update your information in the [Buckeye database](#) by 5 p.m. on Friday, July 27 to have your listing considered for inclusion in the 2008 Discover Ohio Travel Planner (400,000 printed).

The planner features listings for attractions, recreation, convention and visitor bureaus, restaurants, lodging and shopping. Each listing includes: business name in bold, address, city, ZIP, phone and Web address. Enhanced listings and advertising services may be purchased by contacting Emily Vanuch, Great Lakes Publishing advertising coordinator, at evanuch@ohiomagazine.com or (216) 771-2833, ext. 175.

If your database entry is current, there is no need to re-submit. Please review your entries to ensure information is current and accurate. Due to space limitations, not all listings submitted and approved will appear in the travel planner, however, all approved



DiscoverOhio.com Pageviews

**Up 31% since
April 2007**
(through May 31)

listings will be available on DiscoverOhio.com.

Convention and Visitors Bureaus are invited to request a free report to see which travel entities from their respective counties have listings in the database. CVB personnel can then contact hotels, restaurants and attractions that aren't in the database to encourage them to sign up. Only entities with active database listings are eligible for publication in the Division's publications.

To request a report, for questions regarding the Buckeye database or to inquire about your listing, please contact Eric Herzog, ehertzog@odod.state.oh.us or (614) 466-0338, or Roger Barker at rbarker@odod.state.oh.us or (614) 466-5158.

Ohio Tourism Division Prepares to Launch Multicultural Initiative

Watch for an upcoming announcement of Ohio's new Multicultural marketing effort. The in-state initiative created by DAR Public Relations of Beachwood, consists of a new Multicultural section on the DiscoverOhio.com Web site and a series of print, radio, and Internet advertisements. A 48-page guide titled, "Multicultural Excursions," will be completed for distribution in early July .

On May 31, the new Ohio Tourism Division Multicultural Web site was posted and made live on DiscoverOhio.com. As you can see, a new link has been created for this section of the site directly from the DiscoverOhio.com homepage or travelers can go the site directly at www.DiscoverOhio.com/Multicultural . The multicultural site highlights Ohio's numerous opportunities to experience a wide variety of cultural events including events & festivals, the arts, music, family fun, sports, ethnic dining options, shopping & nightlife and more. Additional edits and links will be added to the site before it is officially announced.

Print ads are scheduled to run throughout the month of June in the Call & Post (Cleveland, Columbus, Cincinnati), Cincinnati Herald, Dayton Defender, Call & Post (CP2) Travel & Tourism section, Pathfinders magazine, Kaleidoscope Magazine, Spanish Journal and El Sol De Cleveland. Online advertising will appear on Escape Latino and Soul of America.

The radio spot is in production to be aired on Radio One stations in Cleveland, Columbus and Cincinnati and on WIMX in Toledo.

Ohio Travel Association Presents Meet the Editor June 26

Top Editors from *Midwest Living*, *Ohio Magazine*, *Long Weekends*, AAA's *Home & Away*, the Ohio News Network and Akron Beacon Journal/Ohio.com will reveal what it takes to get their attention at OTA's June 26, 2007, [Meet the Editor](#) event at Holiday Inn Fort Rapids in Columbus. It's an amazing opportunity to get your destination noticed and reach nearly 6 million people. The event will



PR Earned Media ROI Circulation

Up 19.0% YTD
(through April 30)



PR Earned Media Total Circulation

include a panel discussion followed by Q &A and an opportunity to pitch stories for later in the year. After lunch, Amy Weirick of Weirick Communications and Maris Brenner from Kalahari Resort will talk about developing successful PR campaigns. Attendees also will have the opportunity to bring at least 10 press kits for the editors and others in the industry.

The registration deadline is June 20, 2007. [Register here.](#)

To reserve a room at Fort Rapids the night before, Monday June 25, 2007, call 614-868-1380 and ask for the special OTA Meet the Editor rate, \$89 (includes up to two water park passes per room!). Media/PR booths and sponsorships are available. Please contact OTA Director of Communications [Jennifer Poleon](#) for more information (614-572-1931, ext. 2#). For more information go to <http://www.ohiotravel.org/pages/MeetTheEditor.html> or call 800-896-4682, ext. 2.

Division PR Office Garners Second National Award

For the second year in a row, the Division PR Office, working with Fahlgren Mortine Public Relations, has been awarded a Bronze Anvil award, a national honor from the Public Relations Society of America. This year's award recognized the Division's strategic media relations program as the finest in the country for a government entity. Each year, award winners are selected based on measured results, by a panel of esteemed judges representing all facets of the public relations industry. Last year's Bronze Anvil was earned for the Black History/Underground Railroad CD Press Kit.

Down 18.8% YTD
(through April 30)



PR Earned Media ROI Circulation

Up 46.6% YTD
(through April 30)



Check out [Travel Buzz "Did You Know..."](#) section for tips, information and current tourism news from the Division of Travel & Tourism!

Ohio Banners Available for Use

The Ohio ... So much to Discover! and State of Ohio burgee flags that were made for display at Heartland Travel Showcase are available for your use at special events and meetings. Please contact Celeste Krolak at ckrolak@odod.state.oh.us to make arrangements.



News Updates Available Daily on DiscoverOhio.com/industry

A well informed businessperson keeps track of news that affects their industry on a daily basis. With the profusion of media, keeping up with the news can become a time consuming process. That's why the Division is offering the top headlines every day on DiscoverOhio.com/industry. Just scroll to the bottom of the Industry homepage to find today's news, covering trends, big media placements, plans for new tourism developments and more!

Best Practices: An Easy Way to Target a Limited Online Ad Buy

The online world is huge and complicated, but that shouldn't deter you from jumping into online advertising. Though your choices for where to place ads are nearly infinite, you can rely on a quick, ultra low-tech trick to give you some guidance in which sites might be good matches for your destination.

First step: Head out to your parking lot on a busy day. Take a look around and conduct a quick car census. In most cases a person's car says a lot about their personality, lifestyle and family. Note the prevalence of certain types of cars: sedans, coupes, SUVs, trucks, minivans. A minivan driver likely has children, while a coupe driver likely doesn't and isn't planning to anytime soon. The driver of a new luxury car has money to burn, while the driver of a well maintained older car is looking for value. Note the approximate age and condition of the cars: Are they mostly newer models, older models in good shape, or are they held together with duct tape? Do you see a lot of Hondas and Toyotas? Buicks and Cadillacs? Chevys and Fords? Are there car seats in the back? Are they parked in handicapped spaces? Do they have out-of-state plates? Are they rental cars?

Second step: As you're surfing the Web, take note of the sites that



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

include advertising from car companies that frequent your parking lot. The auto industry has a lot more money to spend on behavioral targeting than most tourism entities, and its online ad buys likely reflect sites that are frequented by its target market. The values that inform a car shopper's selection likely will also inform his or her vacation destination selection. A person who drives a Toyota Prius will likely take the environmental sustainability of a destination into consideration. A person who drives a Buick or Ford Crown Victoria likely represents an older demographic that prefers a low-key, affordable destination. A person who drives a Scion will probably represent a younger demographic that's looking for distinctiveness and value.

Final step: Online advertising is a job that is never completed, and this quick exercise isn't intended to be a total solution. It's just a place to start. So place some ads with the high-affinity sites and keep an eye on them. If the ad does well, invest more in the medium. If not, maybe it's time to prowl the parking lot again.

Tech Corner: Reaching Kids Online

It makes some parents queasy, but kids are online in full force and are bombarded with marketing messages all day long. A new study reports that many parents have added Internet duties to their list of chores. The study reports that 14 percent of youngsters aged 8-14 have helped their parents file income taxes online! Many parents ask kids to pay bills online, and larger numbers ask their children to do entertainment related tasks for them -- namely, looking up movie listings, getting driving directions and planning vacations. A full 36 percent of young people have helped plan a vacation online!

In the United States, there are more than 35 million households with kids younger than 18, and a majority of those families take vacations and value family togetherness. It's only natural that parents would get input from their children before taking a vacation.

So think about young people when you're designing your Web site, but don't be too juvenile. Kids are more sophisticated about marketing messages than ever before. Make sure you have some pages that appeal to them, with highlighted attractions or attributes about your destination that kids love.

Discover Ohio!

www.DiscoverOhio.com - 1-800-BUCKEYE - AskOhioTourism@odod.state.oh.us
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