



June 7, 2006
Welcome!

In this issue...

[A Message from State Tourism Director Claudia Vecchio](#)
[MAP Phase One Ends June 30](#)
[2007 Discover Ohio Travel Planner Listing Deadline July 21](#)
[Holiday Weekend Travel Barometer](#)
[Get Involved with the Discover Ohio in Bloom Campaign](#)
[Save the Date for Free Internet Bootcamp](#)
[Division Seeking Meeting Facility for Internet Bootcamp](#)
[Division Wins PRSA Bronze Anvil Award](#)
[Division Welcomes Tourism Information Intern](#)
[What Are the Competitors Doing?](#)
[Best Practices: Up-Market, Down-Market - Consumers Are Leaving the Middle Market](#)
[Tech Corner: Growing Your E-Marketing List](#)
[TIA's National Council of Attractions to Hold Conference Where in the World?](#)

A Message from State Tourism Director Claudia Vecchio

Discover Ohio! Week, May 13 - 21, offered a great chance for the Division to promote Ohio to in-state residents, and we appreciate all the support we had from the industry! While the impetus for initiating this promotion at this time was the national "See America Week" through the TIA, high gas prices and ongoing time crunch of the Ohio family, we hope this will grow into an annual promotion that the entire state will embrace. It would be fantastic if, in upcoming years, destinations and properties would offer Discover Ohio! Week itineraries and/or specials to help to kick off the travel season.

We realized some initial success from the high-impact, very visual campaign. DiscoverOhio.com saw unique visitors up 14 percent from the same time last year and 31 percent over the previous week. Call volume to 1-800-BUCKEYE also was up 31 percent over the previous week. These are just initial numbers, but they suggest a good response for the campaign's first year. Obviously, as is the case with all



DiscoverOhio.com Page Views (through May 31)
Up 23% YTD

branding efforts, the more cohesive and comprehensive adoption of this name for the week, the more impact it will have statewide.

The campaign began with the Governor announcing Discover Ohio! Week during a news conference on May 12. The media in attendance were able to see the large barrier wrap, the video board as well as the fully wrapped bus and taxi with the ad on top, giving them a good overview of the campaign elements. All the components can be seen at DiscoverOhio.com/industry.

We believe, as has been reiterated by TIA and AAA, that gas prices will impact summer travel. We feel that our campaign strategy, to market to potential visitors within a 300-mile radius, including Ohioans, is sound based on the forecast for this travel season. We recently completed a large promotion at the Indy 500 (for the second year) featuring Ohio native Sam Hornish, Jr. (who won the race) and showcasing Ohio as a great destination for car buffs. Next up is the Major League Baseball All-Star Fan Fest in Pittsburgh, where we'll be showcasing Ohio's sports heritage, especially baseball. The summer print, TV and Internet ad campaign will focus primarily on women and families, with some Internet ads geared toward men and sports. The summer public relations campaign revolves around gardens and horticulture sites.

If you are interested in seeing any of the advertising campaign elements, please let [Julie Camp](#) know of your interest.

MAP Phase One Ends June 30

Please take note that Phase One of the Marketing Assistance Program (MAP) will end on June 30, 2006. Reimbursement requests may be submitted to Fahlgren as early as July 1, 2006, but must be in their office no later than 5 p.m. on Aug. 31, 2006. 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](#).

Also 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. We want to work with you to ensure that this doesn't happen. Please take a look at your approved Phase One plan; if you find that you are not on track to complete 80 percent, please contact Julie Camp. 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 we question your compliance with the program rules or logo



PR Earned Media Total
Circulation
(through April 30)
Up 38.4% YTD

guidelines, you will need these materials for reference.

Your invoice must be on your company's letterhead, billable to Fahlgren, Inc. The invoice cannot exceed the pre-approved amount. 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 Discover Ohio Travel Planner Listing Deadline July 21

Be a part of the 2007 Annual Discover Ohio Travel Planner! All Ohio travel entities are invited to submit a free listing to be considered for inclusion in the printed 2007 Discover Ohio Travel Planner (500,000 will be printed). The planner will again include free listings of attractions, recreation, convention and visitor bureaus, restaurants, lodging and more. Each listing will include: business name in bold, address, contact information, Web address and dates/days and hours of operation. Listings should be submitted to the [DiscoverOhio.com/Buckeye database](http://DiscoverOhio.com/Buckeye_database). Enhanced listings and other advertising services may be purchased by contacting Emily Vanuch, Great Lakes Publishing advertising coordinator, at evanuch@ohiomagazine.com or (216) 771-2833, ext. 175. The deadline for ad space reservations is Oct. 31, 2006.

Holiday Weekend Travel Barometer

Having a travel barometer to determine how the Ohio travel industry is performing on a timely basis is important for all of us, especially when asked to respond to the media, legislators, elected officials or other community and state leaders regarding travel activity in the state. An ongoing barometer has not been particularly successful, so let's try to make this a holiday-related effort. Between now and Dec. 31, we will ask for information from DMOs, properties and any entity that considers itself in the tourism industry. We ask you to provide us with anecdotal information regarding a particular holiday time period - this is, after all, when the question about travel volume is raised.



PR Earned Media ROI
Circulation
(through April 30)
Up 42.9% YTD



Calls to 1-800-BUCKEYE
(through May 31)
Down 20% YTD

We will email a very simple survey to fill out. The survey will include property or destination name, the person reporting and their contact information (in case we have questions) and an overview of the weekend visitation, and if possible, a comparison between the particular weekend and the same time period the previous year. That's it. Please keep this in mind for these upcoming holidays:

July 4 (please report by July 6)

Labor Day (please report by Sept. 7)

Thanksgiving (please report by Nov. 29)

We'll see how we do with these three holiday weekends and go from there. Thank you in advance for your assistance with this! Please contact [Claudia](#) with questions.

Get Involved with the Discover Ohio in Bloom Campaign

The Discover Ohio in Bloom campaign is in full swing, but there are still plenty of opportunities to get involved. We welcome your horticulture-related itineraries for the Web site, which is up and running with an interactive garden map, list of horticulture-related events, itineraries, resources and more. Just go to www.DiscoverOhio.com and click on the Discover Ohio in Bloom icon. Please send your itineraries to Tammy Brown at tbrown@odod.state.oh.us.

Advertising is already helping to drive traffic to the Web site. We have 380 orders for the printed Discover Ohio in Bloom Map due to arrive at the Division any time. We will be contacting CVBs and horticulture sites to help distribute these free maps.

So far, we have received media coverage in the *Cincinnati Enquirer*, the *Summer Country Living Gardener* magazine and on WCMH TV-4 in Columbus (NBC). Thank you to everyone who has provided assistance and information for this project. There have also been 2,364 visitors to the DiscoverOhio in Bloom Web site. Please don't hesitate to contact Tammy Brown at the Division (tbrown@odod.state.oh.us) or Marty McDonald at Fahlgren Mortine PR (marty.mcdonald@fahlgren.com) for additional information or to explore creative ways we can work together to promote Ohio tourism opportunities through Discover Ohio in Bloom.

Save the Date for Free Internet Bootcamp

The Division is holding a FREE Internet Bootcamp, Getting a



E-Newsletter Subscribers
(through May 31)
Up 11.4% YTD



PR Earned Media Ad

High Impact With a Small Budget, for anyone in the Ohio travel industry interested in maximizing the marketing potential of the Internet. The date for this event is Nov. 16. Watch for more information in an upcoming BuckeyeLine.

Equivalency
through April 30
(\$2,877,154)

Up 66.8%

Division Seeking Meeting Facility for Internet Bootcamp

For the Internet Bootcamp, we are seeking a facility that has space for up to 200 (we hope this is a popular session!), plus Internet access, preferably for all, but otherwise for 30-50, to be able to browse specific sites during the session. This is a specific need for a site that caters to Internet training. If you have such a site, or know of such a site, please contact [Joy Doty](#).

Division Wins PRSA Bronze Anvil Award

For the first time in its history, the Division Public Relations Office, working with Fahlgren Mortine Public Relations, has won a Bronze Anvil Award from the Public Relations Society of America (PRSA). This national award recognizes the Division's Underground Railroad/Black History CD-ROM Press Kit as the top prizewinner in the category of Multimedia Communication/Media Kit.

The judges evaluated a total of 881 entries in 50 categories and selected 47 Bronze Anvil winners. The Bronze Anvil Awards were created by PRSA in 1969 to recognize outstanding public relations tactics, the individual items or components of programs or campaigns. Each year, they are awarded in several categories and subcategories. Winners will be publicly acknowledged during a ceremony in New York City on June 8, 2006.

Division Welcomes Tourism Information Intern

The Division's Office of Tourism Information is proud to welcome new intern, Kim Towne. Kim is a student at Franklin University, majoring in Information Technology with a minor in Digital Communications. Kim has experience with Web design, graphic design and computer repair and maintenance. In addition, she has worked with a local elementary school to develop computer tutorials.

Kim looks forward to learning more about online tourism marketing and using her technical skills to help promote Ohio's many great travel destinations. She's eager to work with the industry as we move toward making

DiscoverOhio.com the ideal online resource for Ohio travel information. You can contact Kim Towne at ktowne@odod.state.oh.us or (614) 466-5349.

What Are the Competitors Doing?

We recently heard that West Virginia tourism swept through Cleveland handing out nylon wallets with coupons inside as the kick-off to their summer campaign. With the additional funds in Michigan as well as the always sizeable campaigns of Pennsylvania and West Virginia in Ohio communities, it would be great if you could let us know of any advertising (billboards, TV/ radio/ newspaper commercials), promotions, and PR efforts - i.e. stories in newspapers or local magazines, that you see in your area from any of the five contiguous states (Pennsylvania, West Virginia, Kentucky, Michigan, Indiana). This would provide us with insight into the campaigns and how the consumers of this state are being targeted. Please send your observations to [Julie Camp](#). Thank you for helping us keep track of the competition!

Best Practices - Up Market, Down Market; Consumers are Leaving the Middle Market

One of the most interesting changes in business over the past half-decade has been the seemingly bi-polar behavior of the middle class. Buying habits are changing, and an ever-increasing number of middle class consumers are splurging on luxury goods. However, many of those same consumers are offsetting their splurges with low-end products as well. Luxury items denote status in our culture, but there is also cachet associated with getting the best deal. A significant number of companies offering products at prices between the extremes are losing market share.

For example, many people now buy some of their food at upscale grocery stores like Whole Foods or Fresh Market. But then they shop for the staples at a discount store like Wal-Mart. The grocery chains in the middle of the market, like Kroger's and Giant Eagle, have been losing business, and now are deciding which strategy to pursue.

How does this affect travel? First of all, most consumers see travel as a luxury, and they are willing to spend lots of money to pamper themselves. It might be wise to promote your high-end services and packages to the middle class market. Not all of them will bite, but each traveler who does proves he or she is prepared to pay higher prices. Increasing the luxury factor of your tourism business, whether it's through hotel room remodeling, packaging or developing new services, will make your site more attractive to the increasing number of travelers looking for luxury.

On the flip side, it's unwise to stop talking about your value attributes. Even though travel is seen as a luxury, a good price is a true motivating factor for the value-conscious consumer. A good market with which to test your lower priced offerings is a more local market. Someone living within an hour's drive may never even consider staying at your hotel until they see the tremendous value they can get for a weekend away from home.

For more information on this developing trend, read [Treasure Hunt: Inside the Mind of the New Consumer](#), by Michael Silverstein and John Butman.

Tech Corner - Growing Your E-Marketing List

The virtues of e-newsletter marketing have been extolled for the past half-decade. We all know that e-newsletters offer a cost effective, personalized way to communicate with an interested audience on a regular basis. All the more reason to allocate additional resources to your e-newsletter program. But as the popularity of this marketing medium has grown, consumers have become pickier about which newsletters they subscribe to.

We're all competing for a slice of our consumer's time and striving to get more ROI out of our e-newsletter programs. For almost everyone, increasing the number of subscribers will increase the program's financial benefits. But how do you grow a list that has been rather stable over time?

A good first step is to clean up your existing list. Chances are there is a significant number of subscribers that never opened a single email you've sent. Remove them from your lists. The content you're offering isn't attracting their attention, and it's not worth your time or effort to keep talking to them when they have proven time and again that they're not listening.

Now comes the tricky part - growing your list. There are some strategies that work and others that don't. List rentals and offline marketing efforts normally show little impact, while online cross-promotions and search engine marketing offer better results. For a more in-depth look at these strategies, click [here](#). (Registration is required.)

Now that your list is larger, be prepared to see your open rates drop. But don't worry - this happens to everyone. The new additions to your list will not open emails at the same rate as those on your original list. It will take time to build credibility. If you're offering valuable content, you should see those open rates increase eventually.

As a general rule, the more people on a list, the lower the open rate. When you're talking to a large group of people, you tend to offer generalized content, which is not as appealing as customized content. But that opens up another door for your

e-newsletter - customization - a good topic for next month's Tech Corner.

TIA's National Council of Attractions to Hold Conference

The National Council of Attractions, a part of the Travel Industry of America, is holding a conference Oct. 1-11 in Boca Raton, Fla. The conference is designed for marketing professionals at tourism attractions, including zoos, museums, theme parks, restaurants, retail establishments, sightseeing companies and more. To learn more about the conference, visit

<http://www.tia.org/industrymeet/NCAP/index.html>.

Where in the World?

June 16-21 - Claudia, Tammy and Joe attending the Appalachian Ohio press trip

June 18-21 - Tammy attending PRSA/SATW Conference & Media Marketplace in Washington, D.C.

June 22 - Claudia in Cincinnati for the opening of the expanded convention center

June 22 - Eric speaking to the German Village Kiwanis Club

July 10-12 - Claudia and Julie in Pittsburgh for the Major League All-Star Game and Fan Fest

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
Bob Taft, Governor; Bruce Johnson, Lt. Governor
