



July 5, 2006
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A Message from State Tourism Director Claudia Vecchio

The Division recently completed its FY2007 strategic plan. Unlike a marketing plan that showcases the strategies and tactics surrounding the marketing program, this plan provides an overview of the direction of the Division during the upcoming fiscal year (July 1, 2006 - June 30, 2007). Key points of this plan are:

- Enhanced industry education through in-market training sessions, group travel research and resources on the www.DiscoverOhio.com/industry Web site.
- Redirection of marketing resources to Internet/online marketing. Through a variety of e-marketing tactics, the Division will increasingly turn to the Internet for



DiscoverOhio.com Page Views (through June 30)
Up 38% YTD

advertising opportunities.

- Customization. Several programs within the PR, advertising and online marketing arenas will become refined into several focus areas. The Internet and PR, primarily, allow great customization.
- New efforts within the multi-cultural and international marketing segments.
- New packaged travel direction and opportunity.

The FY2007 Strategic Plan is available for review on www.DiscoverOhio.com/industry within the Strategic Plan navigation bar.

The marketing plan, including the cooperative advertising, marketing assistance program (MAP) and PR opportunities will be completed on Sept. 1.

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.

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.

Discover Ohio In Bloom Brochure/Maps Now Available

Quantities of the new Discover Ohio in Bloom brochure/maps are now available to attractions and visitors bureaus interested in distributing this free travel brochure to consumers. To request a quantity of brochures or to receive a pdf copy of the brochure for your review, please contact Donna Cotton, PR secretary, at dcotton@odod.state.oh.us or (614) 466-4103.



PR Earned Media Total
Circulation
(through May 31)
Up 36.1% YTD



PR Earned Media ROI
Circulation
(through May 31)
Up 53.3% YTD

The brochure is sized to fit in a brochure rack. One side of the piece unfolds to a map of Ohio highlighting 59 outstanding horticultural travel sites including arboreta, conservatories, natural areas & preserves, botanical gardens, children's gardens and more. Panels on the opposite side highlight herb gardens, wild flowers, sculpture gardens, annual events, etc.

Additional opportunities to participate in the program still exist on the [Discover Ohio in Bloom Web site](#). We are particularly interested in receiving additional itineraries covering various areas of the state. Please contact Tammy Brown with questions or for additional information at tbrown@odod.state.oh.us or (614) 466-8591.

Pillar Books Have Arrived

In conjunction with its direction of promoting Ohio in terms of focus areas: Sports & Recreation, Family Travel, History/Heritage and Cities/Culinary/Culture, the Division worked with Fahlgren and Miles Media to create four small books promoting each interest area. The books offer a completely editorial environment and will be available to anyone who would like to distribute these to visitors. Quantities are somewhat limited with only 50,000 printed for each book. If you are interested in getting a quantity for distribution, please contact Eric Herzog at ehertzog@odod.state.oh.us.



Calls to 1-800-BUCKEYE
(through June 30)
Down 28% YTD

Appalachian Ohio Press Trip: A Success!

On June 16-21, the Division partnered with Geiger Public Relations, dozens of CVBs, attractions, accommodations, restaurants and more to host 26 travel writers on the Discover Appalachian Ohio Press Trip. Thank you to everyone who took part in this effort! Positive comments about the area's "undiscovered" artistic, historic, natural and cultural sites were abundant and everyone left the trip with plenty of great story ideas.



E-Newsletter Subscribers
(through June 30)
Up 14.8% YTD

The tour began in Tuscarawas, Holmes and Carroll counties, and writers on three different interest tracks (arts & culture, history & heritage and outdoors) visited sites in Coshocton, Guernsey, Muskingum, Washington, Athens, Hocking, Noble and Morgan counties. Governor Taft joined the group for a sunset safari at The Wilds.

As clips come in, we will forward them on to industry partners.

PRSA/SATW Conference Update



Division public relations manager, Tammy Brown, and representatives from the CVB of Greater Cleveland, Warren County CVB, Dublin CVB and Experience Columbus all attended the Public Relations Society (PRSA) joint conference with the Society of American Travel Writers (SATW) held June 18-20 in Washington, D.C. The conference focus was on trends, technology and tomorrow and included sessions on blogging, coverage beyond the travel pages, luxury media, digesting the future, getting travel and tourism on the business page, and marketing to various audience segments. The conference wrapped up with a media marketplace where SATW members were able to visit destination tables and gather additional information and story ideas.

If you would like any additional information on the conference or wish to talk about the benefits of membership in either of these associations, please feel free to contact Tammy at tbrown@odod.state.oh.us or (614) 466-8591.

Join TIA, Ohio Travel Industry for First-Ever Travel Leadership Summit, Sept. 12-13

The Travel Leadership Summit is a program of the Travel Industry Association of America (TIA), that will be a unique and highly visible event in Washington, D.C., designed to facilitate contact between travel industry leaders and state Congressional delegations. The objective of the summit is to build an identity and unified voice for travel to achieve favorable policy and legislative outcomes. Many states will participate in the opening session activities as well as separate dinners for members of Congress and their staffs.

The two-day program includes events such as:

Opening session where travel industry leaders will hear a national travel industry message.

- Individual state dinners - The Ohio dinner will be held at the District Chophouse & Brewery (Web site: www.districtchophouse.com).
- Morning session with remarks from a major Washington, D.C., figure speaking on the power of travel to influence U.S. public policy and help build national security and world peace.
- Opportunity to visit legislators.

The Ohio delegation will be housed at the [Washington, D.C., Doubletree](#). The group rate is \$192 (single or double room) + tax. This hotel is close to the Convention Center and should be convenient to the restaurant.

PR Earned Media Ad
Equivalency
through May 31
(\$3,631,572)
Up 66.7%



DiscoverOhio.com chat
sessions with
Buckeye travel counselor
(June 1- June 30)
Up 16% YTD

Cost for Ohio delegates is \$500 + transportation, lodging and meals not covered by events

Please contact any of your association leaders for registration and/or more information.

We're Swinging!

Claudia and Julie will join representatives from Fahlgren Advertising and the Muffins vintage baseball team for the Major League Baseball All-Star Game and Fan Fest in Pittsburgh, July 8-12. Ohio Tourism will have a booth at the fan fest, decorated in the vintage baseball style that will promote Ohio's sports legacy and destinations that focus on sports - professional, amateur, vintage, spectator and participant.

Reminder to CVB Packaged Travel Partners

The new itinerary builder is complete and ready to use. Login to www.discoverohio.com/edit with your user ID and password. If you don't have an ID, you can register for one on this same page. Select the Itinerary Manager to submit new itineraries for your area, following the directions for each of the steps. The old itineraries will remain on the [Web site](#) through July 31 to use as a reference.

The new format will allow the itineraries to appear in the search results with the featured sites and also will be searchable by tour type and age group (student or senior/adult). You will have the option to upload up to six images for each itinerary. Those featuring a dated festival and/or event can enter an expiration date. Once the event takes place, you will be notified so you can update the itinerary for the following year (or just delete the event).

If you have any questions about or any comments on the submission process, please contact Celeste Krolak at ckrolak@odod.state.oh.us or (614) 728-4668.

Ohio to Partner with Michigan and Indiana on International Travel Itinerary

Through contacts made at a reception held in London last fall and through the Great Lakes of North America and AAA Columbus Office, the Division has begun to develop a good working relationship with American Tours International, a large international tour operator. The first 14-day itinerary and ad will appear in the company's 2007 and 2008 brochure (known as a tariff). Because of the way international travelers

plan a trip, we will partner with Michigan and Indiana to create an itinerary with a (working) title of Planes, Trains and Automobiles. This will showcase the auto industry in Michigan, the aeronautical history and scenic trains in Ohio and the car racing experiences in Indiana. We believe this will provide a great opportunity to continue to promote the Midwest, and most especially Ohio, to the international traveler.

Mexico Mission

The Governor will be leading a trade mission to Mexico Oct. 8-14 and while in Mexico City, we will create the first-ever Ohio reception for Mexican tour operators, travel agents and media. We have developed three previous events in conjunction with international missions and each has been very successful in raising the image and understanding of Ohio tourism within key markets. Mexico is a very interesting market because of its emphasis on extended families and family travel.

If you are interested in participating in the mission, please contact Claudia at cvecchio@odod.state.oh.us. Costs and details will be provided as soon as they are available.

International Arrivals to U.S. Destinations

Ohio is tied (with Washington) in 14th place among all states for international arrivals according to the U.S. Department of Commerce, Office of Travel and Tourism Industries. Ohio had 369,000 arrivals in 2005, up 14 percent from the 325,000 arrivals in 2004. This equates to a 1.7 percent market share of all international arrivals. New York leads with 28.1 percent market share with California and Florida at about 20 percent. The next highest ranked state is Hawaii with about 10 percent of all arrivals. This is not a perfect number nor is there exact science behind these numbers, but it does compare Ohio against all other states, so it is a good measuring stick. More information about this can be found at the Office of Travel and Tourism Industries' Web site at <http://tinet.ita.doc.gov/>.

Trend Watching and the Next Step

One of the most important duties in the tourism marketing world is watching developing trends in this quickly changing industry. If you've been paying attention, you've seen girlfriend getaways burst into the national consciousness. You've seen traveling with pets take off, and grandparent/grandkids travel explode in popularity. You've seen new destination spas invade the nation from big cities and rural retreats.

But watching the trends isn't enough. If your business is suited to offer a rising service, it may be worth your while to focus on that and promote it vigorously. Destinations are often noticed by the media and consumers alike as being "the first on the block" to provide a valuable new service.

Some great resources for catching these upcoming trends are [TIA](#), [Randall Travel Marketing](#), [Hospitality.net](#) and [Carlson-Wagonlit](#).

Customizing Online Relationships

An email comes into your inbox touting a superb golf course, a serene new spa and a cutting edge art exhibit. But you're not into any of that. You like the rugged outdoors and prefer camping to any other kind of lodging. Are you likely to read the email past the headings? Most definitely not. If your tourism entity is offering a one-size fits all e-newsletter, chances are you aren't getting the most out of it.

Building a relationship with each of your subscribers (and customers) is essential to growth in any business. E-newsletters that are customized to subscribers' personal interests are a great way to take those relationships to a new level. In the complicated and cacophonous world of online marketing communications, specialized messages stand out from the crowd and offer greatly increased return on investment.

How do you get started? First, refer to last month's Tech column about building a larger subscriber base. The more people in your database, the lower your development costs will be per person. Next, decide which segments you want to court. One way to do this is to survey a sample of your subscribers. If thousands are interested in family fun topics, that's bound to be a successful newsletter subject. But if only a couple of dozen people pick shopping, you would probably be investing a lot of time to create content that only a few people would see.

Now, comes the fun part - segmenting your audiences into new categories. First, you'll need to collect some data from them. You may already have some - age, gender, zip code, etc. You can develop content that is relevant to each segment and email it only to them. A better way to segment is to let your subscribers self-select their segments. Use the survey results from your segment selection process, or send another survey. Also, include a segment selection field as a mandatory field on your online e-newsletter sign-up form.

The more choices a consumer has, the better the odds that he or she will find something of genuine interest. However, there is a point at which generating content that is too specialized becomes a time burden for you and your staff and reflects a diminishing return on investment. To find this

balance point, don't be afraid to experiment!

Author Seeking Ohio Film Information

A former Ohio State University professor is writing a book on the Ohio film industry. He is seeking images of any films that were completed, at any time, in Ohio. He would also like any collateral materials, such as posters, flyers, etc. surrounding Ohio film festivals (either current or historical). If you have any information or materials for him, please contact Claudia at cvecchio@odod.state.oh.us. He is completing his book this summer and needs this information as soon as possible.

Where in the World...

July 8-12 - Claudia and Julie in Pittsburgh for Major League Baseball Fan-Fest

July 13 - Claudia in Cleveland with CVB of Greater Cleveland press trip and Tall Ships event

July 19-22 - Claudia in Austin, Texas, for the Destination Marketing Association International's annual conference

July 27-29 - Members of the Division at Honda

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
