



Dec. 12, 2007  
**Welcome!**



*In this edition...*

[A Message from State Tourism Director Amir Eylon](#)  
[Ohio Film Office Ready for ACTION, Division Welcomes Christina Grozik](#)  
[2008 Marketing Assistance Program Now Accepting Applicants](#)  
[First Round of 2008 Ad Co-Ops Announced](#)  
[Research Program Announced](#)  
[Feedburner Headline Animators](#)  
[Providing Excellent Customer Service](#)  
[Technology Tip: Add Images to Your Database Listing](#)  
[Best Practices: Microtrends](#)  
[Tech Corner: Competitive Analysis – Without the Price Tag](#)

### **A Message from State Tourism Director Amir Eylon**

Season's Greetings from the entire team here at the Ohio Division of Travel & Tourism! This is one of my favorite times of the year for several reasons. First, it's such a great time to celebrate with family and friends. Second, despite eating too much turkey over Thanksgiving, I am ready for the next wave of delicious holiday treats. Third, it means that I get to experience yet another of Ohio's beautiful seasons. Finally, it means that it is almost time to start our 2008 marketing efforts!

When it comes to celebrating with family and friends, please do not forget that a large segment of our overall visitation involves folks coming to Ohio specifically to visit friends and relatives (VFR). While we allocate the majority of our marketing resources toward marketable pleasure trips (those trip decisions that are purely leisure and experience defined), I encourage everyone not to miss the opportunity to engage the upcoming wave of VFR travelers about to hit our state.

Think about inexpensive grass roots mechanisms with which you can remind your local and regional residents that there is someplace fun they can take their relatives while they are here (or even a great lodging facility to house them if they are not your favorite relatives!) With all of the school, social and religious gatherings happening over the next month, you may want to make sure your message is present, even it's as simple flyer, coupon, special offer, or e-bulletin.

As for treats, the lure of culinary tourism is strong this holiday season! As many folks forego their diets, attend holiday parties, and choose to take the relatives out to eat, it presents a great opportunity to promote 2008 culinary tourism opportunities. If you have a wine tasting weekend at your hotel or a chocolate festival at your attraction, these getaways make great holiday gifts. You may want to consider where folks are dining and celebrating this year and figure out how to work with those locations to cross-promote your product or events.

Now many people have heard me say in the past that "I cannot sell what I do not know." I think that is true for just about all of us. As we look to create new packages for our product and for different ways to keep bringing together new partners, the solution is often to go out and knock on some doors. By this I mean that we need to visit our local and regional attractions, accommodations, restaurants, hotels, etc. that we have either never been to or have not been to in a long time. The best new ideas really do come from first-hand experiences, so once again I encourage everyone to check out some of the tourism experiences in your own backyard over the holidays.

Moving forward into 2008, we are very excited about our direction. The long-anticipated search for a new advertising agency is in its final stages. Fahlgren Mortine, our PR agency, is already hard at work on the 2008 strategy. Our Division has just re-opened the Ohio Film Office, and we're pleased to announce a few cooperative opportunities for our industry partners. Our team has been moving very quickly and things here will only move faster in the next few months as we roll out new partnerships and opportunities in stages. Your feedback about this Division and your needs has been tremendous! The momentum I feel out among all of you is fantastic! I thank you for your patience, openness, and true spirit of partnership. As you receive our program announcements over the coming weeks, we hope you will see we have listened to your needs and have begun addressing them in a way that will help us all to be successful in our ultimate goal of increasing visitor spending in this great state.

Have a safe and wonderful Holiday Season and a Happy New Year!

Warmest Regards,

Amir

**Ohio Film Office Ready for ACTION, Division Welcomes Christina Grozik**

Lieutenant Governor Lee Fisher this week announced the opening of



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

the Ohio Film Office housed within the Division of Travel and Tourism. The office opening coincides with the hiring of Christina Grozik who began work this week as Director of the Film Office.

Christina's initial focus will be re-establishing the state office with a plan to market Ohio to film makers and commercial production agencies, conducting industry stakeholder meetings and working with the film industry to create an Ohio Film Advisory Council.

In the meantime, a Web page has been set up at [www.DiscoverOhioFilm.com](http://www.DiscoverOhioFilm.com) for members of Ohio's media production industry to submit their contact information. The resulting contact list will be used to send out additional details and information from the Ohio Film Office as it becomes available.

Prior to joining the Ohio Department of Development to head up the Film Office, Grozik was working as a freelance producer and marketing consultant. Her production resume includes projects ranging from music videos to documentaries and feature films to reality television for high profile clients including: Warner Bros., Disney, Paramount Pictures, Sony Pictures, High Noon Entertainment, HGTV, VH-1, Discovery Channel and, more. Having worked as a producer, director, casting assistant, and production liaison, Grozik brings to the Ohio Film Office a broad range of skills and understanding of all aspects of the media production industry.

"We were very fortunate to attract someone as experienced and qualified as Christina to head up the Ohio Film Office," said State Tourism Director Amir Eylon. "The Ohio Film Office will provide new opportunities to promote Ohio's travel and tourism locales and sites."

Christina can be reached at [cgrozik@odod.state.oh.us](mailto:cgrozik@odod.state.oh.us).

## **2008 Marketing Assistance Program Now Accepting Applicants**

The 2008 Marketing Assistance Program is ramping up for another year of helping Ohio tourism entities leverage their marketing dollars to reach new audiences! For those not familiar with MAP, it works essentially like a standard retail co-op. In exchange for businesses and attractions helping to extend the Ohio brand by using the Ohio... So much to Discover! logo, the Division of Travel and Tourism reimburses participants a percentage of eligible marketing expenses.

The 2008 program includes some changes from years past. Foremost, the reimbursement rate for some marketing activities has increased to 30 percent. Online advertising, social network marketing, keyword search and optimization and marketing of packages, specials and coupons (when promoted on DiscoverOhio.com,) all may qualify for the increased reimbursement rate.

For complete program details, including guidelines and online registration forms, visit <http://industry.discoverohio.com/contentindex.asp?ID=148&rootid=535>. Questions concerning the program should be directed to Joe Vargo at

[jvargo@odod.state.oh.us](mailto:jvargo@odod.state.oh.us) or (614) 644-0786. **The Deadline to register for Phase I of MAP ( for marketing activities that take place between Jan. 1 and June 30, 2008) is Feb. 1, 2008.** Applications must be submitted in hard copy by 5 p.m., Feb. 1, 2008 and must be accompanied by a licensing agreement and media plan. Late registration forms will not be considered.

### **First Round of 2008 Ad Co-Ops Announced**

As a service to Ohio's travel industry, the Division is offering cooperative advertising programs that give partners the opportunity to gain valuable exposure. By participating in collaborative programs at reduced advertising rates, partners can extend and leverage their advertising dollars. The Division will announce more advertising co-ops at a later date when 2008 marketing plans are finalized.

Print advertising opportunities are available in Midwest Living and AAA Motorist (formerly the Ohio Motorist) and regional AAA publications.

To learn more about cost and production timelines and to obtain sales representative contact information please go to <http://industry.discoverohio.com/contentindex.asp?ID=35&rootid=535>. Questions concerning the program should be directed to Joe Vargo at [jvargo@odod.state.oh.us](mailto:jvargo@odod.state.oh.us) or (614) 644-0786.

### **Research Program Announced**

The Division of Travel and Tourism in conjunction with Longwoods International is pleased to announce the addition of "Tourism Economics," a division of Oxford Economics, to our 2007 research program. Tourism Economics will perform an economic impact study at the state and county level covering the 2007 travel year. The program will be headed by Adam Sacks, the founder and Managing Director of Tourism Economics. Adam has worked with dozens of national, provincial/state and local tourism offices throughout the world. He is an authority on measuring the economic impact of tourism activity – both broadly and for specific initiatives and projects.

DMOs should watch their mailboxes for additional information on this year's program and purchase information on county-level reports.

For more information or pricing, please contact Eric Herzog at [ehertzog@odod.state.oh.us](mailto:ehertzog@odod.state.oh.us) or (614) 466-0338.

### **Feedburner Headline Animators**

RSS feeds are a great way to make regularly updated Web content such as podcasts and events easily available. With just a few clicks, users can have the content they are interested in delivered directly to their desktops. It's just like someone subscribing to the local newspaper, but all the stories come from you.

If you already have an RSS feed, you can add your feed to [feedburner.com](http://feedburner.com), a free service provided by Google, and create a Headline Animator. This customizable, dynamic image rotates the titles of the five most recent additions to your feed. The background image, the colors and the size are customizable, and clicks and views are tracked. Use it as an email signature, add it to your e-newsletters, or place it on your Web site for great dynamic content to catch your visitors' attention.

If you don't have a feed of your own and want dynamic content to add to your Web site, just click the "Grab this Headline Animator" underneath the Discover Ohio Headline Animators to the right and paste the code into the html on your site or use it anywhere html code can be used.

### **Providing Excellent Customer Service**

With increased competition, both in the online and offline world customer service is now even more paramount. Here are ten rules from [AllBusiness.com](http://AllBusiness.com) for providing excellent customer service:

1. Commit to quality service.
2. Know your products
3. Know your customers
4. Treat people with courtesy and respect.
5. Never argue with a customer
6. Don't leave customers in limbo
7. Always provide what you promise
8. Assume that your customers tell the truth
9. Focus on making customers — not just sales
10. Make it easy to buy

### **Technology Tip: Add Images to Your Database Listing**

Our research tells us that more and more people want to see destinations before planning a visit. Adding an image to your database listing is as simple as an e-mail attachment.

First log into the database from [industry.discoverohio.com](http://industry.discoverohio.com), Click the manage listings link, and then click edit for the listing in which you would like to add an image.

1. From the edit screen click the photos tab.
2. Click the add new photo link

3. Type in the title and description for your image
4. Browse to the folder where the image you want is stored. Double click that image. ( The image location will appear in the photo file field)
5. Read and accept the disclaimer
6. Click save record

The first photo you upload will be the default. You can have a total of twelve images in the system with any six active at one time. You can change the default image by simply choosing that box next to the image you want for your default.

### **Best Practices: Microtrends**

One percent may not seem like much. In marketing, politics and other professions, a survey result showing 1 percent interest could be discounted. But in a nation of 300 million, a trend involving 1 percent of the population adds up to 3 million people. And for those marketers who have the will to target that 1 percent, the results could be tremendous.

Mark Penn, adviser to Hillary Clinton and CEO of PR firm Burson-Marsteller published a book earlier this year that shines a spotlight on small niches that can add up to huge results for marketers. Though he writes mainly from a political perspective, there are plenty of marketing tips that can be gleaned from his concise chapters on 70+ microtrends. Following are just a few examples from the text that can apply to tourism.

**Young Knitters** – Young people are more tech savvy now than ever before. But one surprising trend among teens and twenty-somethings is knitting. In the past five years, the number of knitters under 35 has grown from 5 million to 12 million. For sewing- or crafting-based destinations, this market could be a boon if targeted correctly. Young knitters are more likely to be interested in richer colors, modern patterns and fashion yarns. Young knitters also tend to be very social, so knitting classes and events may be another revenue source.

**Vegan Children** – More than 1.5 million children between eight and 18 are vegetarians. Nearly 3 million more eat dairy and eggs, but no meat. Girls are more likely to be vegetarians than boys, and the highest prevalence of vegetarian kids is found in the Midwest. With kids driving travel decisions more than ever before, restaurants and even snack bars at attractions may benefit by offering nutritious vegetarian alternatives

**Interracial Families** – In 1970, there were 300,000 interracial marriages in America. Today, there are 3,100,000 – more than 5 percent of all marriages. The majority of interracial marriages include a Hispanic partner, and the most common union includes a white male married to an Asian female. Families look different today than they did thirty or even ten years ago. Marketing should reflect this to make a destination feel as inclusive as possible.

**Dutiful Sons** – Many news articles have been written about the so-

called “sandwich generation.” Balancing the raising of children while taking care of elderly parents is largely seen to be a women’s issue. However, men are increasingly found in this caregiver role, and are more likely than women to be working full time (and earning a full-time salary.) Nearly 40 percent of caregivers for the elderly are men. This demographic seems like the perfect pitch for a relaxing spa weekend.

## **Tech Corner: Competitive Analysis – Without the Price Tag**

How many times have you heard a marketer say that research is priceless? It’s true that research is valuable, but it can be expensive and elusive.

Two Web sites offer top-line competitive figures that rank the popularity of your Web site to that of other Web sites. [Alexa.com](http://Alexa.com) and [Compete.com](http://Compete.com) are two very useful sites that can help most Web managers keep tabs on the competition. Each site presents similar information on the volume of traffic to your Web site. You can see the peaks and valleys in your traffic, and also do a side by side comparison with your competitors.

This type of informal research shouldn’t be taken as absolute fact. There may be server glitches that keep the sites from logging the appropriate numbers. There may be pages on your site that aren’t trackable by the software used. But it’s not a bad idea to keep tabs on what Alexa and Compete have to say about your traffic relative to your competition. If your stats are way up or way down relatively, that might be cause to commission a more in depth study to find out why.

### **Discover Ohio!**

[www.DiscoverOhio.com](http://www.DiscoverOhio.com) - 1-800-BUCKEYE - [AskOhioTourism@odod.state.oh.us](mailto: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

Powered by  
**ExactTarget.**  
Click to learn more.

