



Jan. 10, 2008  
**Welcome!**



*In this issue...*

[A Message from State Tourism Director Amir Eylon: "2008 – The Year to Reach Out for Success!"](#)

[Welcome New Public Relations Coordinator](#)

[Ron Foth Advertising Named Division Ad Agency of Record](#)  
[Division Seeks Proposals for Multicultural Marketing Contract](#)

[2008 Marketing Assistance Program Deadline Is Feb. 1](#)

[First Round of 2008 Ad Co-Op Deadlines Approach](#)

[Participate in the Division's Research Programs in 2008](#)

[Ohio Film Office to Hold Stakeholder Meetings](#)

[New York Media Mission Set for Feb. 27-28](#)

[Tech Corner: Discover Ohio on YouTube and Flickr](#)

[Best Practices: Trendwatching in 2008 – Cleanliness Is Key](#)  
[Where in the World](#)

## The Month in Numbers

**A Message from State Tourism Director Amir Eylon: "2008 – The Year to Reach Out for Success!"**

*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.*

Happy New Year to all of our colleagues and stakeholders! As you will see from all of the information contained in this month's BuckeyeLine, the team here at the Division of Travel and Tourism have carried over our fast pace and momentum from late 2007 into early 2008. In addition to great recent additions in staffing and programming, the hiring of Ron Foth Advertising as our new advertising agency of record puts another vital piece of our puzzle in place for a successful year. We must complete about six months worth of work over the next three months as we put the creative processes into full swing, but our team and partners are up to the challenge!

In my last message, I discussed our direction and some thoughts for moving into the New Year. This month, I want to share one more specific direction in which this Division will be moving in 2008. This

one, as all of our programs, involves partnership with all of you. From the day I started this position last summer, you have heard me talk about the importance of improving industry outreach and communication. You also have seen this taking place via our recent regional Stakeholder Meetings and additional local visits that I have been making around Ohio. Well...it does not stop there.

I am pleased to announce that our team is undertaking an internal program of Travel Industry Outreach this year, which we are calling "Eight in 2008!" Each office in our Division was challenged a few months ago to come up with eight different means by which this Division can connect and personally make contact with Industry members and stakeholders. The goal is that, theoretically, any member of Ohio's Tourism Industry will be touched in some form or fashion by this Division at least eight times in 2008. This is important, as you know, because not everyone reads BuckeyeLine, or can attend a conference or meeting in Columbus. Therefore, I believe it is necessary for us to both reach out for ideas and share key program updates in a variety of different ways (some existing and some new.) For my personal Eight in 2008 goals, you will see additional Stakeholder Meetings around Ohio on different topics, additional periodic email messages, more accessibility to attend board meetings and industry gatherings. The bottom line: We want you to know who the Ohio Division of Travel and Tourism is, how to work with us, and what we can do for you in 2008 and beyond!

Have a successful 2008, and I look forward to seeing you all soon as I hit the road again!

Warmest Regards,

Amir

### **Welcome New Public Relations Coordinator**

Please join the Division in welcoming Jessica (Jessie) Wagner to the Travel and Tourism team. Jessie is outgoing, personable and eager to take on new challenges so she will fit right in at the Division and in working with each of you. Wagner fills the position left vacant when Joe Vargo was promoted to Marketing Coordinator. She will take on writing the monthly BuckeyeLine travel industry newsletter, writing press releases, oversight of the image library, media leads, daily travel news, the online press room and plenty more.

Jessie joins the Division after a year working for the Legislative Services Commission with the Ohio House of Representatives, Democratic Caucus. Jessie is a graduate of Bowling Green State University with a B.S. in Journalism. Jessie's contact information is: (614) 466-3734 or [jwagner@odod.state.oh.us](mailto:jwagner@odod.state.oh.us).



DiscoverOhio.com  
Pageviews

**Down 17% since  
November 2007**  
(through December 31)

## Ron Foth Advertising Named Division Ad Agency of Record

After a very competitive RFP process, the Division has selected Ron Foth Advertising as its advertising agency of record. The account team at Ron Foth impressed the review committee, made up of both Department and Travel Industry marketers, with their creativity, marketing knowledge and experience in value-added media buying. The Division looks forward to an excellent relationship with our partners at Ron Foth that will lead to a marked increase in tourism to Ohio. Stay tuned for great things!



Calls to 1-800-BUCKEYE

**Up 22% YTD**  
(through Dec. 31)

## Division Seeks Proposals for Multicultural Marketing Contract

The Division is seeking an innovative, effective, experienced and aggressive agency that understands the multicultural tourism market and that will work together with the Division and our advertising and public relations agencies to target the multicultural traveler. We will be focusing on advertising, public relations, promotions and both traditional and non-traditional partnerships.

The Division encourages all agencies interested to register with the Department of Administrative Services at [www.procureohio.gov](http://www.procureohio.gov) to receive an alert as soon as the RFP is posted.

Please contact Therese Gallego at the Department of Administrative Services at (614) 644-9814 with any questions about the RFP.



PR Earned Media Total  
Circulation

**Down 8% YTD**  
(through Nov. 30)

## 2008 Marketing Assistance Program Deadline Is Feb. 1

The Division is accepting registrations for the 2008 Marketing Assistance Program. This program is designed to help Ohio tourism businesses and organizations leverage their marketing dollars, and includes rebates on marketing spending in return for the inclusion of the "Ohio ... So much to Discover" logo.

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.



PR Earned Media Total  
Circulation

**Down 46% YTD**  
(through Nov. 30)



### First Round of 2008 Ad Co-Op Deadlines Approach

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.



PR Earned Media ROI Ad  
Value

**Down 19% YTD**  
(through Nov. 30)

### Participate in the Division's Research Programs in 2008

We are pleased to inform you that the Ohio Division of Travel and Tourism has once again partnered with Longwoods International to conduct the annual Accommodations Study as a key component of the annual Economic Impact of Tourism in Ohio Study to be produced by Tourism Economics. For those unfamiliar with the Accommodations Study, it is an annual census of the performance of all hotels, motels, campgrounds, resorts and bed and breakfasts in Ohio. Individual property data is kept in strictest confidence with Longwoods and is not shared with the Division or its partners.

Your assistance with this study, as always, is essential to our success! Our goal this year is to further increase respondent participation in this study, and we would appreciate any encouragement you could give within your county to have members complete and return their questionnaires.

As in the past, the Division of Travel and Tourism will be offering a discounted purchase option for your own 2007 County-Level Economic Impact of Tourism report conducted by Tourism Economics. Please contact Eric Herzog at (614) 466-0338 or [ehertzog@odod.state.oh.us](mailto:ehertzog@odod.state.oh.us) if you are interested in purchasing a report for your county. The deadline to participate is Feb. 1.

### Ohio Film Office to Hold Stakeholder Meetings

The newly established Ohio Film Office is looking to conduct Stakeholder meetings statewide. We ask for your assistance in organizing these events involving business leaders, permitting

agencies and members of the hospitality industry. If you are interested in hosting one of these events, please contact Christina Grozik, director of the Ohio Film Office, at (614) 644-5156.

If you would like to receive e-mail updates from the Ohio Film Office, please fill out the following form.

1. First Name

---

2. Last Name

---

3. E-Mail Address

Submit

If you do not receive a confirmation page after clicking submit, please click [here](#).

### **New York Media Mission Set for Feb. 27-28**

The Division Public Relations Office, in conjunction with Fahlgren Mortine Public Relations, will once again organize and lead a media mission to New York City. Ohio travel industry members with travel stories of national caliber are invited to join in this mission. It will consist of a series of desk-side briefing appointments at the office of each media outlet. Travel Industry Members will be split into small groups for one-on-one meetings with national and regional newspaper, magazine and Web site editors and writers. There is no fee to attend the mission; however, participants are responsible for their travel, lodging, food and any other trip-related expenses.

In order to keep these meetings meaningful, participation is limited to five Ohio Travel Industry members. To reserve your place on the mission, or to ask any questions, please contact Tammy Brown at [tbrown@odod.state.oh.us](mailto:tbrown@odod.state.oh.us) or (614) 466-8591.

A second mission is being planned for March/April. Please watch your e-mail and BuckeyeLine for details. We are seeking dates that won't conflict with a majority of spring breaks and other travel industry functions.

### **Tech Corner: Discover Ohio on YouTube and Flickr**

The Division is spreading the word across the Web about all the great things to see and do here in Ohio! You can now find special DiscoverOhio sections on the popular Internet video sharing site YouTube and the Internet photo sharing site Flickr.

Check us out at [www.YouTube.com/discoverohiotravel](http://www.YouTube.com/discoverohiotravel) and [www.flickr.com/groups/discoverohio](http://www.flickr.com/groups/discoverohio) . Be sure to join our Flickr Group and subscribe to our YouTube Channel while you're there!

If you already have your own videos on YouTube, let us know so we can incorporate them into the Discover Ohio Travel Channel. You can send an e-mail with the name of your YouTube video to Roger Barker ( [rbarker@odod.state.oh.us](mailto:rbarker@odod.state.oh.us) ).

More than 90 people have joined our Discover Ohio Group on Flickr already, and they've submitted nearly 1,100 beautiful photos showing all aspects of Ohio. Take a look at how our state appears through the lens of some amazing photographers.

Contact Roger with questions about the new Discover Ohio Travel Channel on YouTube or the Discover Ohio Group on Flickr.

### **Best Practices: Trendwatching in 2008 – Cleanliness Is Key**

TripAdvisor.com reports that the top travel trend in 2008 will be cleanliness. More than 80 percent of travelers are concerned about picking up germs while on vacation, with the airplanes being the place where most people feel wary. Public transportation, restaurants, hotels and airports follow.

More than half of travelers say they wash or disinfect their hands more often while traveling, and 27 percent bring their own disinfectant, pillows, shower shoes, towels or linens with them. Nearly half said their worst travel experience involved a dirty bathroom or sheets, and 17 percent have encountered vermin in a hotel.

Negative as this may sound, travel providers who make their efforts at cleanliness known may have much to gain from it. A hotel with a reputation for impeccable cleanliness is likely to reap the benefits from this trend, and one that offers hand sanitizer in bathrooms is likely to find it easier to retain repeat customers. Cleanliness may be a very basic element of your business, but playing it up in your marketing might make a difference in the minds of your increasingly picky customers.

### **Where in the World**

Jan. 10: Amir at the opening of Experience Columbus' visitor center

Jan. 14: Tammy speaking at the Ohio Historical Society Marketing Session in Columbus

Jan. 15: Amir at Ohio Restaurant Association board meeting

Jan. 18: Amir at grand opening of Heini's Gourmet Market in Sugarcreek

Jan. 28: Joe at Ohio Grape Industries Council Strategic Planning Meeting in Columbus

Feb. 2-7: Celeste at American Bus Association Annual Meeting in Virginia Beach, Va.

**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.

