



March 12, 2007  
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**A Message from Interim State Tourism Director Jim Greenhalge**

As we look forward to the unofficial beginning of the summer tourism season in Ohio, I know everyone is very busy preparing for new attraction and exhibit openings, opening seasonal attractions, getting ads placed and writing press releases.

We are making preparations for the season here at the Division as well to help each of you make the most of summer. So here is a quick check list for you to add to your date book and to-do lists to ensure you take advantage of as many of the Division's no-cost and low-cost marketing and educational opportunities as possible.

- **Ohio Travel Marketing Conference** (April 24-25): See story in this issue for agenda and registration information. Day One will include general marketing trends and educational topics and Day Two will consist of Culinary and Agritourism educational tracks.

-**Discover Ohio Week** (May 11-20): Watch for more information in an upcoming Special BuckeyeLine on advertising and public relations opportunities. If you have ideas on how we can all work together to create an in-state buzz about Ohio travel, you can still send those to me at [JGreenhalge@odod.state.oh.us](mailto:JGreenhalge@odod.state.oh.us).

-**Stock up on Publications:** The 2007 Annual *Discover Ohio Travel Planner* and *Spring/Summer Discover Ohio Calendar of Events* are both available for bulk orders, so be sure to place your request (see article this issue). Several additional pieces are available for distribution as well: *Discover Ohio in Bloom* brochure/map listing nearly 60 Ohio garden/natural area sites; Ohio's Underground Railroad Freedom Stations, a 28-page brochure-size booklet highlighting Ohio's Freedom Station sites; and the Pillar Guides (four different guides, each highlighting a different area of Ohio tourism experiences including Ohio's Cities, Culture and Cuisine; Ohio's History and Heritage; Ohio's Family Fun and Ohio's Sports and Recreation).

-**Check your DiscoverOhio.com/Buckeye Database Listing:** Make sure your listing is up-to-date and add your summer and fall events. Don't forget to add your packages and specials. Note the April 27 deadline for events to be considered in the printed *Fall/Winter Discover Ohio Calendar of Events*. (See article this issue.)

-**Look for New Opportunities at DiscoverOhio.com/Industry:** Take a look at the new site for information on how to participate in the new Podcast Program and Travel Buzz, submit a Backgrounder for your area, host the Monthly Web Site Contest, provide information for Division press releases and more.

Please let us know how we can be of assistance!

### The Month in Numbers

**NOTE:** The Division's Web Tracking software changed with the launch of the new DiscoverOhio.com and its page view stats show a decline due to the difference in the two tracking systems. See the Tech Corner column for more information about Web tracking software. Until Jan. 2008, The Month in Numbers will show page view and other Web statistics in a month over month format rather than the fiscal year to date figure used for other stats.

**Register Now for April 24-25 Ohio Tourism Marketing Conference**

Once again, we are kicking off the summer travel season with the 2007 Annual Tourism Marketing Conference. The event is designed to provide the Ohio travel industry with insights into marketing solutions and trends that inspire travel-related companies, services and destinations to develop successful promotional campaigns.

This year, we are proud to feature some of the top experts in key consumer branding and travel and tourism industry sectors on both the national and regional levels. On day one, Liliانا Ramirez will deliver the keynote message about marketing to America's growing multicultural populations with an emphasis on the Latino market – the fastest growing segment of the U.S. population. We will round out the day with a session by John Pepper of the National Underground Railroad Freedom Center, and breakout sessions on advertising, public relations and information technology.

The second day of the conference will feature educational tracks on culinary and agritourism. Sessions will be lead by Erik Wolf, President and CEO of the International Culinary Tourism Association, and Jane Eckert, a nationally-known agritourism marketer. Please refer to the [online agenda](#) for conference details and click [here](#) or fill out the secure form below to register today.



DiscoverOhio.com Pageviews

**Down 45% since January 2007**  
(through February 28)

1. First Name <input type="text"/>	12. Day One Breakout Session A, Choose one: <input type="checkbox"/> Advertising One-on-One
2. Last Name <input type="text"/>	13. Day One Breakout Session B, Choose one <input type="checkbox"/> Advertising One-on-One
3. Email Address <input type="text"/>	14. Day Two, Please choose one track <input type="checkbox"/> Agri-Tourism
4. Company Name <input type="text"/>	15. Number of days attending: <input type="radio"/> Day one only (\$75) <input type="radio"/> Day two only (\$75) <input type="radio"/> Both days (\$140)
5. Address <input type="text"/>	16. Payment Method: <input type="radio"/> Credit Card: Visa, Master Card or Amex <input type="radio"/> Check
6. Address 2 <input type="text"/>	17. Name on card: <input type="text"/>
7. City <input type="text"/>	18. Card Number <input type="text"/>
8. State <input type="text"/>	19. Expiration Date: <input type="text"/>
9. zip <input type="text"/>	
10. Phone <input type="text"/>	
11. Fax <input type="text"/>	<input type="button" value="Submit"/>



Calls to 1-800-BUCKEYE

**Down 36% YTD**  
(through Feb. 28)

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

**April 27 Deadline for Printed Fall/Winter Ohio Calendar of Events**

To have your Ohio event considered for inclusion in the printed 2007-08 *Fall/Winter Discover Ohio Calendar of Events* (50,000 quantity will be printed), please submit/update your information in the [DiscoverOhio.com/Buckeye Database](#) by 5 p.m. on Friday, April 27.

If your database entry is current, there is no need to re-submit. Please review your entries to ensure dates, times, phone numbers, etc. are current and accurate. The calendar will cover events that take place between September 2007 and February 2008. Due to space limitations, not all events submitted and approved will appear in the printed calendar; however, all approved events will be listed on DiscoverOhio.com.

Log on to the [DiscoverOhio.com/Buckeye Database](#) today to add your fall and winter events.



PR Earned Media ROI Circulation

**Up 18% YTD**  
(through Jan. 31)

**2007 Spring/Summer Discover Ohio Calendar of Events Now Available**

The Division is pleased to announce availability of the new 2007 *Spring/Summer Discover Ohio Calendar of Events*. Initial bulk orders will be limited to one box (100 quantity) of calendars until mid-April to allow sufficient time to fulfill a majority of consumer requests before resuming fulfillment of bulk orders. Thank you in advance for working with us on this distribution plan. Bulk quantities of the free 2007 annual *Spring/Summer Discover Ohio Calendar of Events* can be ordered online [here](#).

The 2007 Annual *Discover Ohio Travel Planner* also is available for bulk orders. Quantities can be ordered online [here](#).



PR Earned Media Total  
Circulation

**Down 20% YTD**  
(through Jan. 31)

#### New Press Room Opportunity and Features

As part of DiscoverOhio.com's redesign, the Division's [online press room](#) has plenty of new features to offer the Ohio travel industry and the travel media. Ohio CVBs are invited to provide information for the new **City/County Backgrounders** section. To make sure your area is represented, please send a pdf of your backgrounder or fact sheet, complete with your Web address and contact information, to Joe Vargo at [jvargo@odod.state.oh.us](mailto:jvargo@odod.state.oh.us). (See Columbus example in Press Room.)

A business media section also has been added to help tell the story of tourism's economic impact in Ohio. The Press Kit section has been upgraded to allow for the posting of topical press kit packages, and we're in the process of adding an online B-roll library (digital media quality video footage) to enhance our work with television stations, programs and production houses.

As always, Ohio travel industry press releases may be sent to [prinfo@odod.state.oh.us](mailto:prinfo@odod.state.oh.us) for consideration to post in the Press Room. Also, don't miss the Division's Online Editorial Calendar, located in the Public Relations section of the Industry site. The calendar provides a guide to Division public relations activities and deadlines by which information can be submitted for consideration in news releases, the monthly Discover Ohio travel interview segment on WCMH TV-4 (NBC) in Columbus, etc.



PR Earned Media ROI Ad  
Value

**Up 36% YTD**  
(through Jan. 31)

#### Toronto Media Welcome Ohio Travel Representatives

The March 6-7 Media Mission to Toronto, ON, produced plenty of interest in Ohio tourism experiences among Canadian media outlets and freelance writers. Division and Ohio travel representatives from the Dayton/Montgomery County CVB, Warren County CVB, CVB of Greater Cleveland and Northern Cincinnati CVB made great friends and wonderful impressions during eight deskside media appointments.

We met with Multicom Media (publishers of 14 community/multi-language newspapers), the *National Post* (Canada's national newspaper), *Travel Courier and Canadian Travel Press*, *Canadian Lodging News*, the *Toronto Star* and three freelance travel writers.

All the media we spoke with were quite interested in Ohio's travel experiences, however, a majority of those we met with have not traveled to Ohio. So we look forward to hosting some custom press trips in the coming months along with plenty of follow up to hone in on their particular areas of interest. And there were many more writers who wanted to meet with us, so we look forward to following up on those opportunities as well.

#### Division Offers Consumer Podcast Program

The Division of Travel & Tourism's Consumer Podcast Program is off to a great start! There will be great new [podcasts](#) for March on the consumer site, including an interview with a Dublin ( Ohio, of course) leprechaun!

Participating in the podcast program is free and easy; we do all the recording, editing and posting for you!


Sign up for our podcast program today in the [podcast request](#) section of Travel Buzz. Consumer podcasts are another great way to promote your special offer or event. The podcasts are created in an interview format and recorded over the phone. But remember, if you don't have an account for Travel Buzz, you can't post to the forums. So [join](#) Travel Buzz today!

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**Database Submission Tips**

When entering your description, keep an eye on the character limit. Special characters, such as quotation marks, actually use up five characters spaces each because of the html code behind them.

**Best Practices: Crisis Communication in the Digital Age**

[JetBlue Airlines](#) was all over the news a few weeks ago – but not for the reasons they would have liked. The airline was beloved by its customers for a high service standard, generous amenities and low fares. But on Valentine’s Day, its planes were grounded for 12 hours, stranding some passengers inside within view of airport terminals. That crisis spawned hundreds of news stories titled “Singing the Jet Blues.”

It’s hard to overstate the harm this incident did to the airline. But its crisis response efforts are an affirming look into its path to recovery. JetBlue is a company known for doing things differently and setting a new standard for its industry. It responded to its crisis with a meaningful customer [bill of rights](#) as well as a [video apology](#) directly from its CEO. That message was one of the most viewed videos of the week on YouTube, and the bill of rights was one of the most blogged-about topics as well. By welcoming its customers and potential customers into its discussions, JetBlue earned significant buy-in for its new policies.

This inter-relation between business practices and marketing has already improved JetBlue’s chances of recovery. By differentiating itself in the marketplace, turning its problems into discussions and launching a new standard of service, JetBlue laid the groundwork for regaining its disgruntled passengers as well as attracting a whole new set.

Incorporating an appropriate amount of customer feedback and two-way conversation into any crisis communication plan is increasingly a must in the new digital age.

**Where in the World**

March 21: Tammy speaking at Annual Tourism Meeting in Mansfield

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

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