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April 14, 2006
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The Month in Numbers

(Statistics reflect a fiscal year-to-date figure. FY 2005-2006 runs July 1, 2005-June 30, 2006.)

A Message from State Tourism Director Claudia Vecchio

I've been reading a number of branding books lately, as I'm always interested in learning the latest buzz on the subject. I found some terrific information in a book called *Why Johnny Can't Brand - Rediscovering the Lost Art of the Big Idea*. The title was enough to make me pick up the book (yes, that's judging the book by its cover, but in many ways, that's branding). The author, Bill Schley, provides some interesting insights.

First and foremost he says, "Find a dominant selling idea."



DiscoverOhio.com Page Views (through March 31)

Up 36% YTD

This is his foundation to branding. To help us understand this, he makes this analogy: To achieve anything in branding, as in life, you make a choice. You choose the fit physique that is more valuable to you than the fleeting taste of that coffee cake. You choose to retire when you're 55 as opposed to purchasing the sports car and living for the moment. A #1 brand happens exactly the same way. In branding, there are ideas that turn into sales and there are ideas that turn to noise and chaff.

The Dominant Selling Idea is your "motivating difference." This is the one difference that tips the scale in your direction versus all others in the moment of purchase. He lists five selling points:

- Superlative - means you're #1 at something, the best in class
- Important - means that something really matters
- Believable - means there's a logical reason why
- Memorable - means there is an emotional hook that penetrates and is remembered until purchase time. It makes the difference we not only need, but want
- Tangible - It's real; we trust it because we've experienced it and it performed as promised

All five of these selling ideas must be answered before moving to determining the Dominant Selling Idea.

The Dominant Selling Idea is then: The fusion of your name and a #1 specialty in the customer's mind.

Remember, this is a quick and simple mental phrasing that comes to the customer's mind when your product is mentioned. The Dominant Selling Idea must be so simple as to be clear within the customer's mind.

So, if you have the desire, consider your five selling points and then determine your Dominant Selling Idea. This will be the first step to creating a great brand.

2006-07 Fall/Winter Calendar of Events Deadline is April 21

To have your Ohio event considered for inclusion in the printed 2006-07 Fall/Winter Ohio Calendar of Events (50,000 will be printed), please submit/update your information in the [DiscoverOhio.com/Buckeye database](http://DiscoverOhio.com/Buckeye_database) by 5 p.m. on Friday, April 21.

If your database entries are current, there is no need to re-submit. Please review your entries to ensure dates, phone numbers, etc., are current and accurate. The calendar will cover events that take place between September 2006 and



PR Earned Media Total
Circulation
(through Feb. 28)
Up 44.4% YTD

February 2007. Due to space limitations, not all events submitted and approved will appear in the printed calendar; however, all approved events will be available on DiscoverOhio.com.

Log on to the [DiscoverOhio.com/Buckeye database](http://DiscoverOhio.com/Buckeye_database) today to add your fall and winter events.

2006 Travel and Tourism Marketing Conference Completed!

Great thanks to all who attended and participated as sponsors in the 2006 Ohio Travel and Tourism Marketing Conference. We hope it was a very beneficial two days for all in attendance. The Division sends its appreciation to Midwest Living, eBrains, Northwood Map Publishers/Ohio Travel Atlas, The Ohio Hotel & Lodging Association, Ohio Travel Association, DeVry University, AAA Magazine Publishers, Great Lakes Publishing, Yeowza Resort Log Cabin Bed & Breakfast & Lakefront Conference Center and Cherry Valley Lodge for support of this event. Many of the presentations offered are available at www.DiscoverOhio.com/industry in the Travel Marketing Conference navigation bar.



PR Earned Media ROI
Circulation
(through Feb. 28)
Up 43.8% YTD

Chicago Media Mission Brings Attention to Ohio Travel Experiences

The Chicago Media Mission on March 29-30 resulted in ten appointments with publications including: *Chicago Tribune* (travel), *Chicago Tribune* (garden), *Rand McNally*, Mike Michaelson (*Daily Herald* and freelance), Jodie Jacobs (freelance), *Orbitz*, *Daily Southtown*, *Chicago Defender* and *Satisfaction* magazine (aimed at boomers). The Chicago media were receptive to Ohio travel experiences and provided excellent feedback for ongoing follow-up. Participating Ohio travel industry members included: Greater Toledo CVB, Warren Co. CVB, Northern Cincinnati CVB, CVB of Greater Cleveland, Cincinnati CVB, Experience Columbus and the Lake County VB.



Calls to 1-800-BUCKEYE
(through March 31)
Down 25% YTD

Send MAP Ad Proofs to Division to Ensure Full Reimbursement

MAP participants should submit all ad proofs to Julie Camp before signing off on them. This will help to ensure that the Ohio...So Much to Discover! logo is used correctly. If you have any questions regarding this process, please contact Julie at jcamp@odod.state.oh.us. We want this program to be a continued success and for all participants to receive their full reimbursement requests.



E-Newsletter Subscribers
(through March 31)
Up 8% YTD

Horticulture Itineraries/Events/Experiences Needed for Ohio Campaign

As you may be aware, the Division is working on a travel campaign based on horticultural attractions, experiences and events. There are several opportunities for your area, attraction, lodging, restaurant, etc. to be part of this campaign.

1. Itineraries for the Web site (linked from DiscoverOhio.com)

Create and submit ideas for horticulture itineraries geared to Ohio's four pillars: *Family Fun* (i.e. children's garden combined with a natural history museum, children's museum, place to make a flower/garden-related craft, etc.), *History & Heritage* (i.e. heirloom rose garden, estate garden, lodging at an historic B&B, etc.), *Arts & Culture* (i.e. sculpture garden at an art museum, flower show, program to learn bonsai, etc.), and *Sports & Recreation* (i.e. metro park, state park or natural area with great flora, bird watching excursion, walking or bicycling through an exceptional natural area, etc.) Please include ideas for meals and lodging as well. Itineraries can be submitted to: Leslie Woten at leslie.woten@fahlgren.com.

2. Check/Update Buckeye Database Attraction/Event Listings

Make sure DiscoverOhio.com attraction, restaurant, winery and lodging submissions are current and that they mention in the description field any horticulture-related items such as lodging facilities with wonderful gardens (even better if there are packages with an arboretum or botanical garden), restaurants using locally grown produce (or that grow their own), herbs or edible flowers, etc. Have museums mentioned their outdoor sculpture parks and gardens? Check to see that botanical gardens, arboretums, estate gardens, conservatories, parks and others have added events to their DiscoverOhio.com listings. For assistance with database entries, please contact: Roger Barker at rbarker@odod.state.oh.us or Eric Herzog at ehertzog@odod.state.oh.us.

3. Unique Experiences

Can visitors come to your winery and pick grapes, watch them being processed and sample wines? Does your restaurant/lodging facility allow guests to pick their own produce/herbs from the garden and work with a chef to prepare their dinner? Is there a conservatory or garden that offers visitors hands-on learning opportunities to pot, prune and grow bonsai or orchids? Those are the types of experiences the Division is seeking to pitch to the media. Please send ideas to: Leslie Woten at leslie.woten@fahlgren.com.

Call for Photos for 2006-07 Fall/Winter Ohio Calendar of Events

Please submit your event photos to be considered for use in the 2006-07 Fall/Winter Ohio Calendar of Events. (You must also submit your event by April 21 to the Buckeye Database in order to submit photos.) Photo deadline is May 1. Images must show happy, smiling people experiencing your fall or winter event. Photos must be 5" x 7" at 350 DPI in a TIF or JPG format to be considered. Please provide the name of the event, your name and contact information and a photo credit. Submit on CD to John Kozsey, Great Lakes Publishing, 1422 Euclid Ave. Ste. 730, Cleveland, Ohio 44115, or upload to the Great Lakes Publishing FTP site. For FTP information, call John at 216-771-2833 ext. 213.

Submission Tip: Spell-Check Database Entries Before Submitting to DiscoverOhio.com

Everyone knows how important a first impression is. Whether in our business lives or our personal lives, people often remember us by that initial encounter. The same can be said of your first impression online.

Research shows that more and more, people are looking for travel information online. Either they are looking for specific information on a place they plan to visit or they are browsing for ideas. In either case, your online presence is what tells the Web visitor that you have a professional, quality destination worthy of their time and money. And you need to convey that message in a matter of seconds. Your description on DiscoverOhio.com can make that important first impression.

Spelling and grammar errors convey a lack of effort online. All word processing programs - Microsoft Word, WordPerfect, etc - come with a built-in "spell checker" that can cover all these bases. Writing your DiscoverOhio.com description using one of these programs, then copying the final version to your submission form can reduce the chance of embarrassing errors appearing.

Another error that sometimes appears is submissions written in all capital letters. A submission should show the same attention to detail and proper grammar of a business letter.

These are just two examples of how to make a good impression online and to have your listing approved with ease. When completing your online submission form, keep in mind the most important factor is how the public will perceive you. Make the effort; you only get one chance at a first impression.

Best Practices: Advertising - It's Not Just Tombstones

Anymore

Advertising has grown exponentially in the past few years. New technologies and new modes of communication have transformed the industry from a few, limited mass-media options to a staggering array of targeted ways to reach consumers with your messages.

Online, most sites that offer content have decided to support that content with revenue from advertising. Most newspaper Web sites have abandoned the practice of requiring online readers to pay to view articles in favor of advertising-supported content.

In that same regard, many blogs, podcasts and video clip sites are now supported by advertising revenue. But advertising with these popular new media is much easier than it might seem. Advertising syndicates exist, which push content to various sites and allow you to pick target markets. For instance, [Blogads](#) and [Crispads](#), which are ad syndicators, allow you to buy and target your advertising based on dozens of interest categories and even political affiliations without worrying much about individual sites.

Another frontier in the world of advertising is text messaging. Now common in Asia and gaining popularity in the U.S., text message advertising uses the global positioning capabilities of cell phones to target people in very specific areas with relevant messages. A shopper with whom you already have a relationship could walk past your storefront and receive a text message about a sale or promotion you're having that day. Of course, text message advertising must be permission-based. This level of customization is still a few years away in the U.S., but has enormous potential.

Before you submit your next marketing budget, take a few hours to explore all the new possibilities for advertising.

Technology - It's a Wiki, Wiki World

Imagine a worldwide community of millions people pooling all their knowledge into an easy-to-use, online database that anyone can access and update. The job of a door-to-door encyclopedia salesman just became even harder.

Wiki, the now ubiquitous prefix used to describe open source databases, comes from a native Hawaiian word that means "quick and easy." Indeed, the technology is easy to use, even for novices.

Web sites that use wiki technology include the popular online encyclopedia, [Wikipedia](#). Almost every topic under the sun is detailed on the site, and if you find something that isn't there, you are free to add it. Though there is some debate over the accuracy of the information on the site, the overwhelming

majority is valid.

Wiki technology has spread to the world of travel, with the launch of Wikitravel.org three years ago and its growing popularity within the past few months. Wikitravel is an open source guidebook to the world, with sections for nations, states and cities.

Anyone can add information or create new pages, even you! To get the most success from your effort, promotional language should be avoided in favor of a neutral point of view - stick to the facts! Any attempt at promotion will be removed. Photos and text can be added, but they become public domain once you do so. Just having a presence on a site like this, however, will increase your chances of being noticed by millions of site visitors. Go [here](#) for information about Wikitravel's content standards. Once you add information, keep in mind that anyone can edit, change or delete it if they see fit. So check back a few times to make sure your information is correct.

Where in the World??

April 24 - Claudia is slated to present to the Columbus Metropolitan Club
 April 27 - Claudia will attend the Ohio Valley Museum Consortium
 May 4 - Tammy is scheduled to speak at the Burton Chamber of Commerce meeting
 May 6-11 - Claudia will attend the International POW WOW show
 May 7-9 - Tammy will attend International POW WOW
 May 13-21 - Discover Ohio! Week
 May 16 - Claudia presents to the German Village Kiwanis Club

Publications Survey

Please take a moment to complete the following survey about the 2006 Travel Planner and Calendars of Events. Responses must be received by Wednesday, April 19.

1. County

2. How satisfied are you with the new format that provides listings of Ohio's travel options in the 2006 Ohio Travel Planner?

- 1 - Highly Unsatisfied
 2
 3

- 4
- 5
- 6 - Highly Satisfied

3. How satisfied are you with the organization of the content in the 2006 Ohio Travel Planner?

- 1 - Highly Unsatisfied
- 2
- 3
- 4
- 5
- 6 - Highly Satisfied

4. How satisfied are you with the maps used in the 2006 Ohio Travel Planner?

- 1 - Highly Unsatisfied
- 2
- 3
- 4
- 5
- 6 - Highly Satisfied

5. How satisfied are you with the online submission process to get a listing in the 2006 Ohio Travel Planner?

- 1 - Highly Unsatisfied
- 2
- 3
- 4
- 5
- 6 - Highly Satisfied

6. How would you rate the overall quality of the 2006 Ohio Travel Planner?

- 1 - Poor Quality
- 2
- 3
- 4
- 5
- 6 - Excellent Quality

7. In which month do you think the annual Travel Planner should be completed and rolled out to the public?

- January
- February
- March

8. What other features or sections would you like to see in

future Travel Planners?

9. Please provide additional comments about the 2006 Ohio Travel Planner, including strengths/areas to be improved/distribution ideas:

10. How would you rate the overall quality of the Spring/Summer and Fall Winter Ohio Calendars of Events?

- 1 - Poor Quality
- 2
- 3
- 4
- 5
- 6 - Excellent Quality

11. How satisfied are you with the online event submission process to get a listing in the Calendar?

- 1 - Highly Unsatisfied
- 2
- 3
- 4
- 5
- 6 - Highly Satisfied

12. Please provide additional comments including strengths/areas to be improved/distribution ideas for the Calendar of Events:

13. I was contacted to advertise in one of the Discover Ohio publications.

- Yes
- No

14. I advertised in one of the Discover Ohio Publications.

- Yes

No

15. How satisfied are you with your advertising sales representative?

- 1 - Highly Unsatisfied
- 2
- 3
- 4
- 5
- 6 - Highly Satisfied

16. What date will you have your advertising budget and plans in place for 2007?

17. What date do you need to know about advertising opportunities in order to include them in your plans?

18. Please provide additional comments:

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Discover Ohio!

www.DiscoverOhio.com - 1-800-BUCKEYE - AskOhioTourism@odod.state.oh.us
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Bob Taft, Governor; Bruce Johnson, Lt. Governor
