



August 3, 2006  
Welcome!

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### **A Message from State Tourism Director Claudia Vecchio**

Because there is so much information in this month's BuckeyeLine, I just have a short message to all. The Division



DiscoverOhio.com Page

of Travel and Tourism exists to enhance revenue to the state through travel and tourism activities. We cannot accomplish this mission without the partnership of the entire industry... and you. We seek your input, your questions and your celebrations. Keep up the great work, and thank you for all you do on behalf of Ohio tourism.

Views (through July 31)  
**Up 41% YTD**



**Deadline to submit MAP Reimbursement Requests is Aug. 31**

Please submit your *Phase One* MAP reimbursement request to Fahlgren, no later than 5 p.m. on Aug. 31, 2006. When submitting your request, please provide all back-up media for the phase. The required materials for back-up are described in the [MAP guidelines](#).

PR Earned Media Total  
Circulation  
(through June 30)  
**Up 30.4% YTD**

Please remember that failure to complete 80 percent of the approved media plan or failure to submit reimbursement forms will result in a one-year disqualification from the program. An electronic version of the reimbursement form can be found [here](#).

Please keep copies of all back-up materials accompanying your reimbursement request. In the event that we question your compliance with the program rules or logo guidelines, you will need these materials for reference.

Your invoice must be on your company's letterhead, billable to Fahlgren, Inc. The invoice cannot exceed the pre-approved amount. Due to accounting procedures involved, please allow up to eight weeks for receipt of your reimbursement check.

Please send the original reimbursement form, invoice and all back up media to:

Fahlgren, Inc.  
Attn: Ann Oliver  
585 South Front St., Suite 300  
Columbus, OH 43215

If you have any questions, please do not hesitate to contact Julie Camp at (614) 466-3734, or via email at [jcamp@odod.state.oh.us](mailto:jcamp@odod.state.oh.us).

**Travel Leadership Summit - Join Us!**

The Travel Leadership Summit, Sept. 12-13, is a unique and highly visible event in Washington, D.C., that facilitates contact between travel industry leaders and state Congressional delegations. The objective is to build an identity and unified voice for travel to achieve favorable policy



PR Earned Media ROI  
Circulation  
(through June 30)  
**Up 57.3% YTD**

and legislative outcomes. All attending states will participate in the opening session activities as well as separate dinners for members of Congress and their staffs.

The event includes an opening session where travel industry leaders will hear a national travel industry message, an individual state dinner (the Ohio dinner will be held at the District Chophouse & Brewery Web site: [www.districtchophouse.com](http://www.districtchophouse.com)), a morning session with remarks from a major Washington, D.C., figure speaking on the power of travel to influence US public policy and help build national security and world peace, and an opportunity to visit legislators.

The Ohio delegation will be housed at the Washington, D.C., Doubletree ([www.Doubletreehotels.com](http://www.Doubletreehotels.com)). The group rate is \$192 (single or double room) plus tax. This hotel is close to the Convention Center and should be convenient to the restaurant. The cost for Ohio delegates is \$395 plus transportation, lodging and meals not covered by events. Please contact any of your association leaders for registration and/or more information.

#### **Host a Division Information Sessions in September**

The Division is again planning to visit a variety of locations in the state to present the FY2007 marketing plan and cooperative marketing opportunities. This also provides a chance for industry partners to ask questions about the direction of the Division. We are looking at providing these sessions Sept. 19, 20 and 21. If you would like to host one of these sessions please contact Jim Greenhalge at (614) 995-4233. We will announce the locations of these sessions in a special BuckeyeLine.



Calls to 1-800-BUCKEYE  
(through July 30)  
**Down 36% YTD**

#### **Mexico City Tourism Reception Set for Oct. 9**

The Division of Travel and Tourism will be participating in the upcoming Governor's Trade Mission to Mexico with a tourism reception being held Oct. 9 in Mexico City. We welcome participation from any Ohio tourism entities interested in promoting destinations or properties to this new international market. Please contact Claudia at [cvecchio@odod.state.oh.us](mailto:cvecchio@odod.state.oh.us) for pricing and more information.



E-Newsletter Subscribers  
(through July 30)  
**Up 14.2% YTD**

#### **Free Internet Development and Marketing Workshop Nov. 14**

Susan Sweeney, recognized as a leader in tourism industry Web site development, will present an Internet boot camp for



PR Earned Media Ad  
Equivalency

CVBs, properties and any Ohio tourism entity interesting in learning how to create a dynamic, business-building Web site. The workshop, Maximizing a Shoestring Budget, will be geared toward organizations with annual Internet development budgets ranging from \$2,000 to \$10,000. Sweeney will discuss how to develop and market your site as well as showcase best practices. Her seminars usually are offered for \$750 per person, but this opportunity is absolutely free!

Date: Nov. 14, 2006

Place: TBD

Time: 9 a.m. - 5 p.m.

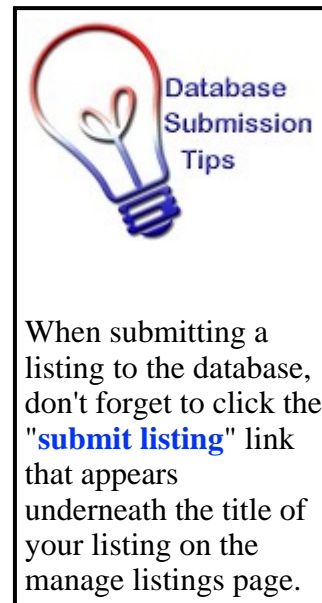
RSVP: Joy Doty, [jdoty@odod.state.oh.us](mailto:jdoty@odod.state.oh.us)

Cost: FREE - lunch is on your own

through June  
30 (\$4,003,749)  
**Up 65.5%**

### Group/Packaged Travel Pre-Convention Caucus Aug. 29

The Division is offering a pre-convention caucus for all Ohioans attending the upcoming Student Youth Travel Association and National Tour Association trade shows. Please join us on Tuesday, Aug. 29 from 1-4 p.m. at the Riffe Center in Columbus for this preparatory meeting. To R.S.V.P., please contact Joy Doty at [jdoty@odod.state.oh.us](mailto:jdoty@odod.state.oh.us).



### Reminder: New Group Tour Itinerary Builder Ready for Use

To add a group tour itinerary, log on to [www.discoverohio.com/edit](http://www.discoverohio.com/edit) with your user ID and password. If you don't have an ID, you can register 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 have been removed.

The new format allows the itineraries to appear in search results with featured sites and also to 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). There is no limit to the number of itineraries you can upload. If you need assistance with the

### Where in the World...

Aug. 8 - Julie at Little Cities of Black Diamond for ONN filming

Aug. 10 - Claudia at the Great Wolf Lodge hard hat tour in Mason

Aug. 19-23 - Claudia and Jim at the TIA ESTO Conference in Minneapolis

Aug. 29 - Tammy in Des Moines to meet with Meredith publication

submission process, please contact Celeste Krolak at [ckrolak@odod.state.oh.us](mailto:ckrolak@odod.state.oh.us) or (614) 728-4668.

editors

### **New Group Tour Research Released**

According to the *2006 National Leisure Travel Monitor*, an annual survey of the travel habits, preferences and intentions of 1,350 active leisure travelers conducted by Yesawich, Pepperdine, Brown & Russell (YPB&R) and Yankelovich Partners, more than three-quarters (77 percent) of group packaged travelers travel with a spouse or another adult. Thirty-one percent traveled with children while 26 percent traveled alone. In addition, leisure travelers who purchased a group travel package were more experiential and indulgent than those who did not purchase a group travel package. When considering vacation alternatives, they are more likely to find experiencing new and different places and things to do extremely important (71 percent vs. 58 percent). They also like to be pampered and have everything taken care of (38 percent vs. 18 percent). What influenced where they traveled? The research showed that more than eight in 10 travelers (81 percent) who purchased a group travel package used third-party information sources such as a books, movies, restaurant guides or magazines when making decisions on locations to visit on vacation. For more research information, visit [www.ypbr.com](http://www.ypbr.com) and [www.ntaonline.com](http://www.ntaonline.com) for the National Tour Association's *The Trend* monthly research newsletter.

### **2007 Spring/Summer Calendar of Events Listing Deadline Sept. 20, 2006**

To have your Ohio event considered for inclusion in the printed 2007 Spring/Summer Discover Ohio Calendar of Events (100,000 will be printed), please submit/update your information to the [Buckeye database](#) by 5 p.m. on Wednesday, Sept. 20.

If your database entry is current, there is no need to re-submit. Please review your entries to ensure dates, phone numbers, etc., are accurate. The calendar will cover events that take place between March and August of 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 [Buckeye database](#) today to add your spring and summer events.

### **2006-07 Fall/Winter Calendar of Events Now Available**

The Division is pleased to announce availability of the new

2006-07 *Fall/Winter Ohio Calendar of Events* . Due to continually increasing numbers of visitors to DiscoverOhio.com, the need for printed events calendars has decreased. We, therefore, have lowered the number of fall/winter calendars printed to 50,000. Initial bulk orders will be limited to one box (100 quantity) of calendars until mid-October. This will 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. Calendars can be ordered from Andy Doty at the Buckeye Fulfillment Center at (740) 773-3729 or online at [www.DiscoverOhio.com/industry](http://www.DiscoverOhio.com/industry); click on "Tourism Information" and then "[Bulk Publication Request](#)."

### **Crisis Communication Plan and E-Learning Program Available Online**

Just a reminder that a [crisis communication plan](#) can be found on [www.DiscoverOhio.com/industry](http://www.DiscoverOhio.com/industry) within the Public Relations section. We encourage all CVBs, properties and other tourism entities to have a crisis communication plan in place. This will help ensure that crises are planned for and can be handled and understood by all involved. This document not only shows what a crisis communication plan may contain, but also allows you to simply fill in the blanks to create your own plan. Whether you use this plan or create one of your own, please make this a priority for your organization.

Another new online resource is the Ohio Travel Ambassador program. Check out the [E-learning program at the Destinations to Discover Web site](#). This offers a tremendous opportunity to learn about Ohio tourism. You can then become an Ohio ambassador, offer great information to visitors and benefit your guests by offering additional travel opportunities.

### **Link to Your Sports Schedule, Calendar of Events**

If you have a sports schedule or calendar of events on your own Web site, it's simple to provide visitors access to that information directly from your [DiscoverOhio.com listing](#).

On the submission form, click the "Contact Methods" tab. You'll see the option to enter a number of different phone numbers, e-mail addresses and Web sites. Click the "Add New Web site" link, then select "Calendar of Events" or "Sports Schedule" and enter the address for that page.

Be sure you enter the address that points directly to your calendar or schedule page, and not your homepage. If that's what visitors are expecting to see when they click the link, don't disappoint them by sending them elsewhere. (There's

also an option to add a link to your homepage.) For more information, please contact Roger Barker at [rbarker@odod.state.oh.us](mailto:rbarker@odod.state.oh.us).

### **Best Practices: New Travel Trend - Adults Acting Like Kids**

According to author Christopher Noxon (*[Rejuvenile: Kickball, Cartoons, Cupcakes and the Reinvention of the American Grown-up](#)*), adults are seeking experiences that let them feel like kids again. Rejuveniling vacations represent a reprieve from the pressure and non-stop problems of adulthood. These getaways go beyond reading by the pool or playing a round of golf; they are about rediscovering childhood pastimes and re-experiencing some of the childlike wonder, joy and play that remain bottled up on a daily basis.

Some examples include adult summer camps complete with toilet-papering cabins, canoe races and s'mores (plus margaritas); pajama parties (see the Ultimate Pajama Party at Fairmont Hotels); Fantasy camps such as the popular Rock and Roll camps where participants jam with rock stars; Kickball championships and more. Beach towns on the Jersey Shore are appealing to the vacation's inner child with a "Your Play Therapy" promotional campaign ([playtherapy.com](http://playtherapy.com)).

However, rejuvenile vacations need not revolve around organized activities. Couples in their 50s and 60s are out riding surfboards together and future spouses are meeting while playing kickball. At Disneyland and Walt Disney World, about a quarter of the visitors who pass through the turnstiles don't have any children in tow.

Now is the perfect time to capitalize on this trend. Is there an innovative partner you can work with to offer rejuveniling travel packages? How about a rejuveniling group tour? It can even be as simple as creating a flier, brochure or Web page detailing all the fun places to go to act like a kid again in your area.

To read a USA Today story by Kitty Bean Yancey about this trend, click [here](#). For additional information on rejuveniling, check out [www.rejuvenile.com](http://www.rejuvenile.com).

### **Tech Corner: Eye Tracking Studies Can Increase Clickthroughs**

For decades, [eye tracking](#) studies have been crucial to marketing. In the same way a billboard placed along a low-traffic road won't be effective, ill-placed messages on Web sites and e-newsletters likewise will be ignored.

The science of eye tracking has come a long way in the past few years, and a deluge of studies has proven that, even on Web pages, there are areas of good and bad real estate. In general, Web users scan pages rather than reading them verbatim. They read headlines, look at images and generally scan pages in an "F" shaped pattern. Essentially, the best bit of real estate on a home page is the top left corner with fewer users reading toward the bottom and right hand edges of the screen. Ensuring your most important links are placed in these high-traffic areas will improve the effectiveness of your Web site.

Several companies offer reasonably priced eye tracking studies for Web pages and e-newsletters. Depending on the size of the group you would like to survey, the results can provide a good direction on how to make your online communications more reader-friendly. For more information, visit [www.eyetools.com](http://www.eyetools.com), [www.eyetracking.com](http://www.eyetracking.com) or [www.eyetracking.net](http://www.eyetracking.net).

### **Ohio 2007 Travel and Tourism Marketing Conference April 24-25**

Save the date for Ohio's 2007 Travel and Tourism Marketing Conference, April 24-25, 2007 at the Conference Center at NorthPointe in Columbus. The first day will be dedicated to culinary- and agri-tourism with the second day focused on marketing. Mark your calendars now! More details will follow.

### **For Your Consideration...**

The Division of Travel and Tourism neither endorses nor encourages participation in this opportunity. This is included as information for you to follow-up with according to your own interest.

An event promotions company is looking for Ohioans who you think are the BEST at creating a certain type of food. This could be a local shop owner who dishes an amazing strawberry shortcake or a hometown local that serves an award winning macaroni and cheese. Food topics include: pies (apple, key-lime, pecan, pumpkin), mac' & cheese, fried chicken, hamburgers, barbecue, strawberry shortcake, cupcakes, brownies, popovers, tacos, salsa, pizza, pancakes, chili, and additional ideas are encouraged. These individuals will be considered for participation in national food festivals aired on television with cash prizes. If the individuals are selected, airfare to and hotel stay in the competition city will be included. In addition, there will be filming of the person's hometown/local business/etc. They aren't necessarily looking for professionals, but people that can represent Ohio's local towns with their BEST recipes. Please provide the name of the person, specialty food, occupation, address, phone

number, e-mail address, and note if the person has won any special awards for their food item. Please contact Alexis at [alexis@pastrychampionship.com](mailto:alexis@pastrychampionship.com).

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**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  
Bob Taft, Governor; Bruce Johnson, Lt. Governor

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