



Sept. 7, 2006  
Welcome!

*In this issue...*

[A Message from State Tourism Director Claudia Vecchio](#)

[Annual Travel and Tourism Marketing Conference - SAVE THE DATE!](#)

[Information Sessions - RSVP Today](#)

[Free Internet Development and Marketing Workshop Nov. 14](#)

[2007 Spring/Summer Calendar of Events Listing Deadline Sept. 2006](#)

[Ohio Cooperative Marketing Program](#)

[Governor's Mission to Mexico Tourism Reception Sponsorship Opportunity!](#)

[Meredith Editorial Roundtable a Success](#)

[Group Tour Research Lends Insight](#)

[ABA Selects Three Ohio Events for "Top 100"](#)

[Best Practices: Looking Beyond Borders for Great Ideas](#)

[Tech Corner: Meta Marketing: The Final Frontier?](#)

[Where in the World?](#)

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

Congratulations to all for making it through the Labor Day holiday. While this in no way concludes the Ohio tourism season, it is, for many an annual milestone. I hope your summer has been successful and that you surpassed your goals.

The Division is anxious to assist you with accomplishing your objectives and has several programs we believe will help you leverage your marketing dollars. During informational sessions, held the last two weeks of September, we will introduce these opportunities and answer any questions you may have. For this reason, I encourage all of you to find the information session closest to you and join us for this short presentation. We want to be sure everyone is aware of the programs available! We've increased the number of sessions to nine in the hope of including everyone interested in learning about the Division's programs.

One additional opportunity exists that I want to make you aware of. As tourism marketing evolves - and you can be sure that it's evolving! - a robust Web site presence is no longer a luxury - it's essential. We also know that many destinations, properties and others have limited funds to spend on a Web site. For this reason, we've asked tourism Internet marketing guru Susan Sweeney to present a "Maximizing the Web" workshop geared toward limited budget travel and tourism businesses. This day-long session is absolutely free. The only onsite charges will be for meals and lodging.

Please refer to the information on both these opportunities featured in this month's BuckeyeLine. We look forward to seeing you at both events!

### **Annual Travel and Tourism Marketing Conference - SAVE THE DATE!**

Please mark April 24-25, 2007, on your calendars and plan to join us for the 2007 Travel and Tourism Marketing Conference. As we have in the past, we will spend the first day of the conference focusing on a significant tourism trend. We are thrilled to announce that Erik Wolfe, president and CEO of the International Culinary Tourism Association and Jane Eckert, the nation's leading agritourism consultant will join us for a truly exciting day of information and practical workshops. The second day will have a general marketing focus, and we are working to

### **The Month in Numbers**

*All statistics represent a fiscal-year-to-date figure. The Division's fiscal year began July 1, 2006 and lasts until July 31, 2006. The statistics for some measures only take into account data from the first month of this new fiscal year.*



Page views on DiscoverOhio.com (through Aug. 31)  
**Up 49% YTD**

find you the best speakers available. Save the date and join us for this conference. Registration and more information will be available soon!

### Information Sessions - RSVP Today

The Division offers a number of cooperative marketing opportunities designed to help boost any marketing budget. We want to be sure you are familiar with the programs available to you. Please join us for one of the information sessions listed below. Contact Joy Doty at [jdoty@odod.state.oh.us](mailto:jdoty@odod.state.oh.us) with the location of the information session you are planning to attend.

Monday, Sept. 18  
9 a.m. - noon  
Logan Conference Center  
30682 Chieftain Drive  
**Logan**

Monday, Sept. 18  
2 - 5 p.m.  
Holiday Inn  
2248 Soutgate Parkway  
**Cambridge**

Tuesday, Sept. 19  
9 a.m. - noon  
Robert Rothschild Farm  
3143 East US Hwy. 36  
**Urbana**

Tuesday, Sept. 19  
2 - 5 p.m.  
Vern Riffe Center  
77 South High Street, 31st Floor  
**Columbus**

Wednesday, Sept. 20  
2 - 5 p.m.  
Ottawa County Visitors Bureau  
770 SE Catawba Road  
**Port Clinton**

Tuesday, September 26  
10 a.m. - 1 p.m.  
**Cincinnati area**  
Location TBD

Wednesday, Sept. 27  
9 a.m. - noon  
Findlay Inn & Conference Center  
200 East Main Cross



Calls to 1-800-BUCKEYE  
(through Aug. 31)  
**Down 34% YTD**

**Findlay**

Wednesday, Sept. 27  
 2 - 5 p.m.  
 Mid Ohio Conference Center  
 890 West Fourth Street  
**Mansfield**

Thursday, Sept. 28  
 9 a.m. - noon  
**Cleveland area**  
 Location TBD

**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 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:** Deer Creek State Park Resort and Conference Center, Mt. Sterling, Ohio  
 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. Participants wishing to stay overnight may do so for \$79 plus tax. Call 1-877-678-3337 to reserve a room.



PR Earned Media Total  
 Circulation  
 (through July 31)  
**Down 10% YTD**

**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



PR Earned Media ROI  
 Circulation  
 (through July 31)  
*(July 2005 showed a large hit with a story on CNN.com)*  
**Down 71% YTD**

between March 1 and Aug. 31, 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.

### Ohio Cooperative Marketing Program

Revisions have been made to the Marketing Assistance Program (MAP). The new guidelines will appear in a special upcoming edition of BuckeyeLine. Please stay tuned.



PR Earned Media Ad  
Equivalency  
through July 31 (\$287,068)  
**Up 22% YTD**

### Governor's Mission to Mexico Tourism Reception Sponsorship Opportunity!

The Division of Travel and Tourism will be hosting a tourism reception for Mexican tour operators, travel agents and media on Oct. 9. This is part of the Governor's Trade Mission to Mexico. We are seeking sponsors for portions of this event. Interested companies or individuals will be offered the opportunity to have signage at the event, information within the materials given to the attendees and a thank you from the podium. If you have an interest, please contact Claudia at [cvecchio@odod.state.oh.us](mailto:cvecchio@odod.state.oh.us). Thank you!



E-Newsletter Subscribers  
(through Aug. 31)  
**Up 2% YTD**

### Meredith Editorial Roundtable a Success

Division Public Relations Manager Tammy Brown, Marty McDonald, Fahlgren Mortine Public Relations, and Ann Oliver, Fahlgren Advertising, traveled to Des Moines, Iowa, Aug. 29 to meet with a number of the Meredith Corporation's magazine editors. The meeting proved to be a great opportunity to build relationships with editors from Midwest Living, Country Home, Successful Farming, Traditional Home, Beautiful Homes and Meredith special publications. Several of the editors were interested in hearing more about Ohio's glass heritage/sites, and others were quite interested in the Discover Ohio in Bloom campaign and discussing how that



Database  
Submission  
Tips

When creating a description for your listing, keep in mind that the most useful information is inviting, clear and brief. As you begin to compose your description, ask yourself what is most appealing and unique about your attraction/restaurant/accommodation. Is it location? Amenities? Style?

The description part of your listing

might work into a spring story for next year. Additional discussion topics included family reunion travel, agritourism and cuisine - all with regard to how these topics could translate into editorial content in Meredith publications. Ann also was able to meet with Melissa Luebbe, our Meredith advertising representative, and learn more about Meredith's targeted print, packaging and online advertising opportunities.

does not include your physical address, phone number or web site address, because these are entered elsewhere on your submission form. For the description, focus instead on telling potential customers what makes your property worth visiting. Keep it brief, interesting and professional.

### **Group Tour Research Lends Insight**

New data from a National Tour Association member survey show that group tour consumers continue to rely on shorter booking times. Twenty-six percent of tour operators said their clients booked trips three to five months in advance, and 37 percent reported trips were booked one to two months ahead. The survey determined the important issues facing the packaged travel industry are price instability and fluctuating costs (fuel, insurance, etc). Another important trend is a reduction in the size of groups. For the full report, click [here](#).

### **Where in the World?**

Sept. 9-12: Claudia in Boston for the Student Youth Travel Association annual show

Sept. 12 - 13: Claudia and Julie in Washington, D.C., for the TIA Travel Leadership Conference

Sept. 13 - 14: Claudia and Julie at Hueston Woods State Park for an African-American family reunion photo shoot

Sept. 27-29: Eric at the Travel and Tourism Research Association Central States conference in St. Charles, Ill.

Oct. 7-10: Claudia in Mexico City for the Governor's Trade Mission tourism reception

### **ABA Selects Three Ohio Events for "Top 100"**

The American Bus Association announced Wednesday that three Ohio events have earned a spot on its annual list of the top 100 special events for group tours. They are: A Chihuly Garden of Glass at Franklin Park Conservatory in Columbus, Heritage Days at the Longaberger Homestead in Frazeytsburg and the Vectren Dayton Air Show. Congratulations to all!

### **Best Practices: Looking Beyond Borders for**

## Great Ideas

Tourism is one of the largest industries worldwide. That's a fact that's easy to overlook when we have our noses to the grindstone during the busy summer season. Our competition is no longer just the neighboring county or state. Tourists planning a vacation are more likely now than ever to be choosing among Cincinnati, Cancun and Copenhagen. And all across the world, tourism marketing professionals are thinking up new ways to attract visitors. It's high time to check out your global competitors.

India's tourism Web site, [www.incredibleindia.org](http://www.incredibleindia.org), has created a selection of [micro sites](#) that combine travel information with cultural and natural information and help travelers researching trips make sense of such a large and diverse nation.

Still known by many Americans as the home of dictator Manuel Noriega, Panama is using star power to win over the international media and show a new side of the country to consumers. Ruben Blades, an internationally respected salsa musician and Panama native, is the nation's new tourism minister, and he is proudly showing off his country. Several major travel magazines, including Condé Nast Traveler, the Chicago Tribune and Gourmet have featured stories about Panama based on Blades' personal tours with writers.

Finally, Ireland is using a new promotion to attract attention and participation with its Web site. Many tourism marketers use sweepstakes and contests to accomplish this. But Ireland's focuses on the new technology of podcasting. The winners of the sweepstakes are provided with a weeklong vacation to Ireland, including an itinerary and all transportation. They also are given an mp3 player and are coached on how to best create an informative travel podcast. Their productions will be posted on [www.discoverireland.com](http://www.discoverireland.com) for other visitors to hear.

## Tech Corner: Meta Marketing: The Final Frontier?

This might seem a bit out there, but national companies are spending millions of dollars on virtual advertising. What do they get for their money? No print ads, no billboards, no television commercials - not even Web ads. Think of meta-

marketing as product placement in a world that isn't real.

As the Web develops from a place to store information into a forum for creating content, alternate reality worlds, also known as "metaverses" are becoming more prevalent.

One popular metaverse is called [Second Life](#). Participants create an avatar (or character) and do all the things that can be done in the actual world. They spend real money to buy currency within the metaverse. Virtual real estate deals are made. Virtual businesses that sell virtual products are bringing in real profits to entrepreneurs. And marketers have discovered the potential of the game's half-million strong players, who consist mostly of young professionals and stay-at-home moms.

Within the game, several brick and mortar businesses have set up virtual shop. American Apparel sells digital clothes for participants' avatars to wear. Aloft, a new concept for a hotel from the Starwood Group aimed at twenty-something business travelers, is beta-testing its product in Second Life before a physical building goes up.

While this type of marketing isn't for everybody, it can achieve concrete results. Marketers can express their brand's image in an experiential medium, demonstrate new products in an interactive way, and build credibility among early adopters of new technology. As tourism marketers, we can use metaverses like Second Life as enormous focus groups to determine which themes resonate with its audience. And you never know when people will start taking virtual vacations!

### Discover Ohio!

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