



April 11, 2007
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A Message from Interim State Tourism Director Jim Greenhalge

The Division has been humming with activity during the past month

The Month in Numbers

Statistics represent a fiscal-year-to-date figure unless otherwise noted. The Division's fiscal year began July 1, 2007 and lasts until July 31, 2007.

as advertising buys and creative have been completed in droves, the media mission to Toronto was successfully accomplished, the newly redesigned DiscoverOhio.com Web site was fine tuned, the new Spring/Summer Discover Ohio Calendar of Events was released, the first podcasts were recorded and made available to consumers and so much more. I am proud to be here during this period of time as so many fantastic marketing projects are being completed and launched and hope you are proud as well of what our coordinated efforts have created and accomplished so far.

With all the great projects that have come to fruition, there are many more about to launch for the summer travel season. Following is a quick update of what you will soon be seeing in the media, on the Web or in a bookstore near you.

Advertising

Some print advertising already has started to appear in various publications, but the larger push will occur in May and June. In total, Fahlgren Advertising will create 80 pages of Ohio travel and tourism advertising. Watch for ads in *AAA Home & Away*, *Midwest Living*, *Country Living*, *More* magazine, *Budget Travel*, *Gourmet*, *Family Fun* and *Family Reunion*. Internet advertising will be appearing soon on Kaboose.com, Weather.com, HGTV.com, FoodNetwork.com, FamilyFun.com and Nickjr.com. Please keep in mind, however, that many of the print and Internet ad buys are targeted by DMA or geotargeted so you may not see every ad in your area. Advertising also is creating efforts that will provide Ohio tourism with a presence during the Indianapolis 500 and the U.S. Open Golf Tournament as well as in several golf-affiliated publications.

Public Relations

After completing media missions to New York, N.Y., and Toronto, Ont., in January and March, the Public Relations Office is moving forward with an aggressive slate of press releases and the creation of national and regional media pitches with Fahlgren Mortine. And the final touches are being added to a new B-roll footage library that will make Ohio one of the first states in the country to offer media an online store of footage they can browse and order for use in their programming. PR also is spearheading a more expansive Discover Ohio Week program for this year including a partnership with Barnes & Noble Bookstores, pitching story ideas to Ohio-based newspapers and publications, working with Great Lakes Publishing on a 6-page editorial spread and polybagging the 2007 Discover Ohio Travel Planner with the May issue of *Ohio Magazine*. Advertising is being created to highlight the week as well – see the story in this issue of BuckeyeLine.

Tourism Information

The newly redesigned DiscoverOhio.com Web site is garnering good reviews from industry and consumers alike, but there always is more work to be done. A new golf microsite will soon be added to the Web site and the Discover Ohio in Bloom microsite is being updated. Watch for a new consumer podcast about every other week. The Buckeye Fulfillment Center has successfully been moved from Chillicothe to London, Ohio, and a new work force will soon be in training with Andy Doty to fulfill Ohio travel materials requests (see story in this issue).

Finally, as many of you have no doubt heard, the Department of Development has hired Alicia Reece as the new Asst. Tourism Director for the Ohio Division of Travel and Tourism. Reece is scheduled to begin work with the Division on May 15, and my last day in the office will be May 25. The Department hopes to be able to announce the hiring of a new Ohio Tourism Director in May.

In the meantime, it is business as usual here at the Division. We are committed to reaching our marketing goals and providing excellent education opportunities for the entire industry at the upcoming Tourism Marketing Conference on April 24-25. We look forward to seeing you at the conference and to hearing about your ongoing efforts to further the tourism industry in Ohio.

Only 2 Days Left to Register for the Tourism Marketing Conference!

If you sign up for the Division's Tourism Marketing Conference (April 24-25 at the Conference Center at North Pointe) here's what you'll learn:

- How to market to the nation's fastest growing population, Hispanics
- An in-depth look at Culinary Tourism, one of the hottest trends in the industry
- A day-long course on Agritourism marketing, a growing way that farmers and rural attractions can earn tourism revenue
- A detailed review of your Web site by tourism marketing experts
- Public relations 101 or advanced session in creating a PR led marketing effort
- A critique of your ads by graphic design and messaging experts
- A chance to network with other Ohio tourism professionals and built lasting partnerships
- And much, much more!

Click [here](#) to register today! Click [here](#) for the full agenda.

2007-08 Fall/Winter Calendar of Events Deadline April 27

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](http://DiscoverOhio.com/Buckeye) 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



DiscoverOhio.com Pageviews

**Up 68% since
February 2007**
(through March 31)



Calls to 1-800-BUCKEYE

take place between September 2007 and February of 2008. 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.

Down 36% YTD
(through March 31)

Discover Ohio! Week Taking Shape

The Division currently is working on a number of projects to raise awareness of Ohioans with regard to the world-class travel experiences available right here in their home state during Discover Ohio! Week (National Tourism Week) May 12-20, 2007.

Barnes & Noble Partnership

We are pleased to announce a new partnership with Ohio's 19 Barnes & Noble Bookstores. Each store will proudly display Discover Ohio! Week signage, create displays of Ohio travel guidebooks and photography and create a calendar of events for the entire week. Each local store will be in charge of scheduling their own events, which will range from author appearances to invitations to the Ohio travel industry to provide exhibits or present information on Ohio tourism experiences. Barnes & Noble Bookstore managers will receive a list of CVB contacts in their areas to call for assistance in creating and scheduling travel-related events. We also have received approval to have free Ohio tourism information available in store for customers.

Ohio Magazine Partnership

The May issue of Ohio Magazine will contain a six-page editorial section on Ohio's hidden tourism experiences and a Discover Ohio Week ad on the back cover. The newsstand issue (10,000 qty.) of Ohio Magazine will be polybagged with the 2007 Discover Ohio Travel Planner. A decal on the bag will advertise the inclusion of the Travel Planner. In addition, there will be a banner ad on the Ohio Magazine Web site, and the Division will provide 50 words of copy for the Ohio Magazine electronic newsletter.

Television and radio advertising will support the Discover Ohio! Week campaign in Cleveland, Columbus, Cincinnati, Dayton and Toledo. These same cities will see some digital outdoor displays as well, including the Jacobs Field scoreboard in Cleveland for two home games (one of which will be the Tribe vs. the Reds during Discover Ohio! Week.) Youngstown will be reached with spot television and digital outdoor ads. In Akron/Canton, Lima and Zanesville, gas pump topper ads will be displayed.

The Public Relations Office is working with media and other state agencies to create additional opportunities to further the Discover Ohio! Week message by encouraging travel editors to visit and write about other areas of Ohio.



PR Earned Media ROI Circulation

Up 2% YTD
(through Feb. 28)

Stay tuned for additional information and opportunities to get involved with Discover Ohio! Week. If you have any ideas or questions, please don't hesitate to contact Tammy Brown at tbrown@odod.state.oh.us or (614) 466-8591.

Bulk Order of Travel Publications Available

Bulk quantities of the 2007 annual *Discover Ohio Travel Planner* and 2007 *Spring/Summer Discover Ohio Calendar of Events* can be ordered online [here](#).

Buckeye Fulfillment Center Move Completed

As of April 2, The Division's new fulfillment center is located in London, Ohio. It will be operated in conjunction with MATCO services of Madison County. All future shipments previously sent to Chillicothe should now be sent to:

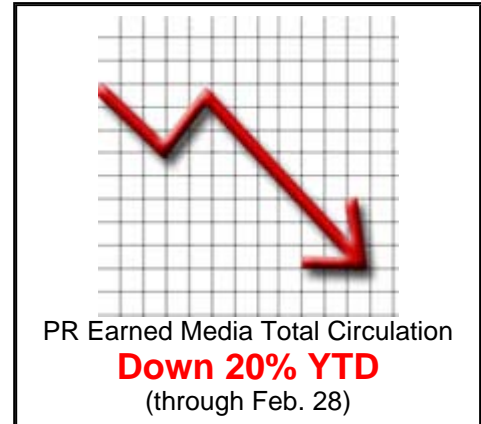
MATCO Services
C/O: Buckeye Fulfillment Center
204 Maple St .
London , OH 43140
(740) 852-7687, Phone
(740) 852-7685, Fax

1-800-BUCKEYE Partner Days Still Available

Several dates and times are available for "Partner Days" at Teleperformance, the Division's telemarketing contractor. Partner Days provide a forum for Ohio tourism related-businesses to train the 1-800-BUCKEYE travel counselors. Sessions are two hours in length with four 30-minute trainings. Visit the Ohio Tourism section of the [Travel Buzz](#) for available dates and times. For additional information or to sign up, email Eric Herzog at ehertzog@odod.state.oh.us.

Travel Buzz Provides Forum for Industry

The Division of Travel and Tourism provides industry members with the perfect way to stay in touch with each other through [Travel Buzz](#), the new online message board found on the DiscoverOhio.com



Industry Web site. Discuss topics effecting our industry locally and comment on tourism events and happenings nationally and around the world.

You'll find a special area where you can "meet" with other industry members in your area to create packages and share ideas on marketing Ohio's travel product. Industry members also can sign up for the new Consumer Podcast Program on Travel Buzz, learn how to enhance listings on DiscoverOhio.com and more.

Consumer Podcasts a Success

The Division of Travel and Tourism's Consumer Podcast program is a big success! With three podcasts currently posted, internet users already are hearing about Ohio's great tourism product straight from the source. CoCo Key Indoor Water Park, Dublin Convention & Visitors Bureau and Warren County Convention & Visitors Bureau have worked with the Division to record interviews highlighting some of their newest and most exciting features.

DiscoverOhio.com's Consumer Podcasts offer travelers an easy way to learn about Ohio. Web users can listen to the recorded programs directly from the Web site by simply clicking on an icon, or they can download them to their iPod or other audio device to take along with them. They can even subscribe – free of charge – to have all future podcasts delivered directly to their computers.

Sign up for our podcast program today in the podcast request section of Travel Buzz. The podcasts are created in an interview format and recorded over the phone. Remember, if you don't have an account for Travel Buzz, you can't post to the forums. So join [Travel Buzz](#) today!

Tech Corner: Integrating Your Travel Brand Online

By now, almost everybody in the travel industry has a Web site. We all know it's essential to maintain a professional, relevant Web site to make customers aware of your products and services. But today, there are many more online components needed to build a successful online brand.

An effective Web site incorporates search engine optimization, repeat visit generators like contests, social networking features like "Tell a Friend" options, data collection features like surveys and permission marketing features like e-newsletters. But increasingly, tourism marketers also have to expand their reach past their own Web sites to lead the pack.

First, take advantage of as many free tourism marketing opportunities as you can. Update your listings, packages, specials, coupons and events on DiscoverOhio.com. Your local CVB likely

also offers free or low cost listing opportunities. The Division and CVBs spend a significant portion of their marketing budgets on driving travelers to their Web sites – take advantage of that investment.

You also should invest some of your advertising budget in search engine keyword advertising. That increases your odds of getting noticed by consumers.

You also might want to advertise and interact with Web sites that are frequented by travel agents and travelers searching for deals. If you have a truly special offer, there are numerous geotargeted, direct-to-consumer e-newsletters that you can buy into for a mention, such as those offered by BookingBuddy.com, BudgetTravelOnline.com, TravelZoo.com and ShermansTravel.com.

Encourage or incentivize your guests or visitors to post messages about you on consumer generated media (CGM) travel sites such as TripAdvisor.com or hotel specific sites that allow CGM like Travelocity.com and Venere.com. A potential visitor who is on the fence about visiting you can be swayed by honest, authentic comments from other travelers like them.

Some of these investments may seem expensive, both in time and money, but they don't have to be. Take a few hours each month to work on your strategy. Test the higher cost strategies on a limited basis to see which work best for you. Soon, your well-integrated online marketing strategy should start paying for itself with increased visibility and revenue.

Best Practices: Voluntourism

Increasingly, travelers want to do good while on vacation in addition to having fun. With more hectic work schedules, people are using their vacations to fulfill their need to make a difference in the world. Volunteer Tourism may be a new trend, but studies by the Tourism Industry Association of America and Travelocity.com have found interest is growing exponentially.

When you think about volunteer vacations, Ohio may not come to the top of your mind. True, places that have a highly visible need for volunteers, such as New Orleans and developing nations, will be more popular voluntourism destinations. One part of Ohio that has recently embraced voluntourism is the Hocking Hills. Voluntourists are welcomed to help catalog the endangered plant and animal species of the area. Visitors who invest time in the area are likely to return again and again.

Here are some keys to promoting voluntourism in your area. Make sure volunteer activities are accessible to all groups of travelers, and allow for varying amounts of time. Most volunteer tourists pair a stint of volunteer work with a few days of leisure travel. Find lodging options in all price ranges. Pair the hard work with opportunities for cultural or educational enrichment. Make volunteer vacations highly visible on your Web site, and make sure they are easy to book.

Ohio Travel Association Seeks Tourism Scholarship Applications

Each year the Ohio Travel Association invests in the future of the Ohio travel industry by awarding a \$1,000 scholarship to a deserving full-time Ohio student studying tourism and hospitality. Included with the award is an opportunity for the winner to attend OTA's annual Conference on Tourism in October.

For a copy of the application go to <http://www.ohiotravel.org/> and click on " [Students](#)." The deadline to apply for the OTA 2007 Bill Schwartz Memorial Scholarship is May 30, 2007. Questions? Contact Student Affairs Chair Gina Bannevich, ginab@cantonstarkcvb.com or OTA's Director of Communications Jennifer Poleon, jpoleon@ohiotravel.org or 800-896-4682, ext. #2.

Where in the World

April 12 – Jim at the Kiwanis Club of Mansfield

April 18 – Jim and Eric at the Columbus Arts Marketing Association

Discover Ohio!

www.DiscoverOhio.com - 1-800-BUCKEYE - AskOhioTourism@odod.state.oh.us
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Ted Strickland, Governor; Lee Fisher, Lt. Governor