



## Ohio Tourism Division: Key Marketing Successes

### 2009 Economic Impact of Tourism:

- \$23 billion in direct visitor spending generated \$36 billion in total sales across Ohio in 2009.
- \$2.5 billion in state and local taxes were generated by tourism in 2009.
- 437,000 full-time equivalent jobs are supported by tourism in Ohio – nearly 8% of all jobs.
- 171 million visits were taken to and within Ohio during 2009.

### 2009 “Too Much Fun for Just One Day” Advertising Campaign ROI:

- An estimated \$360 million in new visitor spending was generated by the campaign in 2009 (Launched in May, 2009, the campaign generated this return within about 5 months).
- For every \$1 invested by the state in tourism, there was a return of \$13 in state and local taxes. (Of those \$13, approximately \$8 went to state and approximately \$5 to local tax coffers)
- \$25 million in new tax revenues is estimated to have come to Ohio as a result of this campaign.

	2009
Incremental Visits	\$ 1.8 Million
Incremental Spending	\$360.8 Million
Incremental Taxes	
Local	\$ 10.4 Million
State	\$ 14.4 Million
Total Taxes	\$ 24.8 Million
<b>Spending ROI</b>	<b>\$ 188</b>
Local Tax Return on Investment	\$ 5
State Tax Return on Investment	\$ 8
<b>Total Tax Return on Investment</b>	<b>\$ 13</b>

- As a result of Division marketing and promotional efforts, DiscoverOhio.com received 1,263,827 visits and 6,163,186 pages views in 2009.

### 2009 Media Relations Return on Investment:

- The overall earned media program achieved 404,490,103 impressions, an increase of 39 percent over last year. Simply stated, more than 400 million people were exposed to print, broadcast, and web-based stories about Ohio tourism experiences of the business of tourism produced by non-paid media.
- It would have cost nearly \$7 million (advertising equivalency) if the Division had to purchase this amount of media coverage, an increase of 8.5 percent over 2008. (Figures are based solely on media results directly linked to the Division’s media relations efforts.)
- The Ohio Tourism Division in partnership with Fahlgren Mortine Public Relations was honored by the U.S. Travel Association with the public relations Mercury Award, naming the Ohio Tourism program as the top public relations and media relations program in the country. Mercury Awards are presented each year in eleven categories – only one category honors public relations programs.



## 2009 New Partnerships and Program Successes

In addition to our ongoing slate of marketing activities and programs, we added the following innovative items:

- **Ohio “Too Much Fun” Mobile Tour:** The Tourism Division partnered with Honda Manufacturing of America, Marysville Honda, Speedway, Elmer’s and 15 Tourism Industry partners to produce the “Too Much Fun-Mobile” tour. A branded Honda Element equipped with a trailer and tent traveled with a road team to 12 events in Ohio and surrounding states to expose consumers directly to Ohio’s tourism experiences and provide them with enticing travel deals and information while generating thousands of leads for our industry partners to fulfill.
- **Media Blitz:** A public relations media blitz put Ohio’s tourism story in front of 3,283,803 people in Ohio and surrounding states.
- **DiscoverOhio.com Mobile Website:** In order to keep Ohio tourism opportunities in from of the rising number of consumers utilizing Web enabled mobile devices, the Division launched a mobile version of DiscoverOhio.com. This version is formatted to fit on smaller handheld devices and offers users critical tourism information on the go. The program was structured to help industry members increase their mobile presence as well with a cooperative opportunity ranging from purchasing an enhanced presence on the mobile version of DiscoverOhio.com to having their own mobile site created.
- **myOhio Contest:** Consumers were invited to share their Ohio getaway pictures via myOhio on DiscoverOhio.com and compete for a different Ohio travel getaway (valued at \$500 or more) each week in May. With great interest from the Ohio Tourism Industry, this program was extended for two additional weeks in June and resulted in the addition of more than 100 photos and videos.
- **Twitter Flash Sales:** Each day in May, the Tourism Division tweeted about a different discounted Ohio Tourism travel deal available from the Tourism Industry. As a result of the program, the Division increased Ohio’s Twitter followers by nearly 500 for a total of more than 3,000 followers and increased Facebook fans by more than 200 for a total of more than 2,500 fans. Through Division promotions, this program was highlighted nationally on the CBS Morning Show by travel editor Peter Greenburg and on their website.
- **Multicultural Day at the Columbus Zoo:** To promote Ohio tourism experiences directly to African-American consumers, the Division held a day at the zoo in partnership with 19 industry partners. The zoo provided discounted tickets while our multicultural agency worked with radio stations to inform consumers of the event which featured an upcoming Ohio R&B artist, marching bands and informational conversations and materials from our industry partners.