



Ohio Tourism Division: Key Marketing Successes

2008 Economic Impact of Tourism:

Visitor Spending - \$25.6 billion in direct visitor spending generated \$39 billion in total sales across Ohio in 2008. This represents a 2.3% growth over 2007.

Taxes Generated - \$2.7 billion in state and local taxes were generated by tourism in 2008, an increase of 2.3% over 2007. (\$1.6 billion state and \$1.1 billion local taxes)

Jobs - 452,000 full-time equivalent jobs are supported by tourism in Ohio – close to 7% (actual 6.6%) of all jobs with a total income of \$10.5 billion.

Visits to Ohio - 172 million visits were taken to and within Ohio during 2008.

2008 “Too Much Fun for Just One Day” Advertising Campaign ROI:

- An estimated \$437 million in visitor spending was generated by the campaign in 2008 (Launched in May, 2008, the campaign generated this return within about 5 months).
- For every \$1 invested by the state in tourism, there was a return of \$12 in state and local taxes. (Of those \$12, approximately \$7 went to state and approximately \$5 to local tax coffers)
- \$31 million in new tax revenues is estimated to have come to Ohio as a result of this campaign.

	2008
Incremental Visits	\$1.8 Million
Incremental Spending	\$436.9 Million
Incremental Taxes	
Local	\$ 13.5 Million
State	\$ 17.4 Million
Total Taxes	\$ 30.9 Million
Spending ROI	\$ 167
Local Tax Return on Investment	\$ 5
State Tax Return on Investment	\$ 7
Total Tax Return on Investment	\$ 12

- Launched the new multicultural campaign, “Livin’ for the Weekend,” with events in Cleveland and Cincinnati with local partners. This is the first complete TV, radio, print, and online campaign for the multicultural markets to run in at least 15 years.
- As a result of increased marketing and Web site enhancements, unique visitors to DiscoverOhio.com are up more than 7%, and overall page views are up about 20% over 2007.

2008 Media Relations Return on Investment:

- An audience of approximately 187,055,288 consumers (audience/circulation) was exposed to stories on Ohio Tourism destinations, attractions, lodging facilities, restaurants and more in 2008 – Up nearly 21% from 2007.
- It would have cost more than \$7 million (around \$7,625,782) to purchase the media coverage we received (advertising equivalency) in 2008 – Up nearly 58% from 2007. (Figures are based solely on media results directly linked to our media relations efforts.)
- For the second year in a row, the Division Public Relations Program was awarded a Bronze Anvil (national award) from the Public Relations Society of America as best Government Public Relations Program in the country.

2008 Travel Industry Partnerships:

- New focus on Travel Industry Partnerships and Outreach resulted in a record number of partnership offerings (More than \$2 million leveraged in additional paid advertising message and brand exposure via marketing assistance and co-op programs) - Private public partnerships.
- Leveraged resources and new marketing partnerships with State of Ohio agencies including: Ohio Department of Natural Resources, Ohio Department of Agriculture, Ohio Department of Transportation and the Ohio Lottery Commission.