

For Immediate Release

March 15, 2011

Ohio Tourism Division Releases 2010 Return on Investment

COLUMBUS, Ohio – The Ohio Department of Development’s Tourism Division today announced their 2010 paid marketing “Too Much Fun for Just One Day” campaign resulted in a \$13 to \$1 return on investment for Ohio – a return of \$13 in state and local taxes for every \$1 invested in tourism marketing.

“We are very happy with the consistently strong performance of our paid marketing program beginning with a \$12 to \$1 return on investment in 2008 and capturing \$13 to \$1 for two years; that’s a good return in anyone’s book,” said State Tourism Director Amir Eylon.

Total taxes received in Ohio as a result of Ohio’s tourism marketing campaign were estimated at \$19 million for 2010 with \$8 million of that total going to local taxes and \$11 million to the State of Ohio.

“These results affirm that the Tourism Division is on target with their messaging and tactics, and they are efficiently maximizing their budget,” said Ohio Department of Development Director Mark Kvamme.

Research conducted on behalf of the Ohio Tourism Division also revealed that the Division’s 2010 paid consumer marketing efforts generated approximately \$275 million in new visitor spending. Ohio visitors spent an average of \$188 per visit in 2010.

“The ‘Too Much Fun for Just One Day’ campaign has successfully capitalized on the trend toward regional travel coupled with the great values and diverse tourism experiences offered by our industry partners in Ohio,” Eylon said.

About the Ohio Tourism Division

The Ohio Tourism Division is the premier source of information for travelers and media about Ohio’s vibrant tourism experiences, attractions, and economy. Division marketing programs contributed to an estimated \$36 billion in total sales in 2009 and 437,000 jobs sustained by visitors to the state. A part of the Ohio Department of Development, the Division’s mission is to promote and celebrate Ohio’s unique travel opportunities and market the state’s outstanding quality of life.

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