

For Immediate Release

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Ohio Tourism Premieres Scene in Ohio Website

COLUMBUS, Ohio (Nov. 9, 2011) – The Ohio Tourism Division today debuted [Scene in Ohio](#), a new website created to showcase Ohio attractions, restaurants and destinations that have been featured in movies and on television.

“Our goal for Scene in Ohio is to capitalize on the travel motivating factors of mainstream media,” said State Tourism Director Amir Eylon. “Perhaps more than ever before, travelers are visiting places they have learned about from their favorite television shows and movies. Scene in Ohio makes it easy to find those places along with other nearby sites to encourage a longer getaway.”

In addition to helping travelers find their favorite Scene in Ohio places, the website was designed to give users an interactive experience. For example, the site is kicking off with a little more than 50 locations to encourage Scene in Ohio users to help build the site. Listings also pull photos and videos from social media networks, show Yelp consumer reviews for applicable locations, and offer social media sharing capabilities.

The new Scene in Ohio website features:

- [Locations](#) – At the heart of the website is an extensive list of locations searchable by category (movie, television, and food), keyword and zip code; photos and videos from social media channels; Google maps; and Yelp reviews where available. The map feature also shows users the locations of other nearby Scene in Ohio sites.
- [On-Screen Ohioans](#) – A brief highlight of stars born in Ohio or with strong Buckeye connections. Each On-Screen Ohioan listing includes an overview of the star’s career and Ohio connection, an interesting factoid and a link to their profile on the [Internet Movie Database](#) (IMDb).
- [Did You Know?](#) – Fascinating facts about Ohio film and television locations, sitcoms set in Ohio cities and Ohioans who have found fame on television.
- [Itineraries](#) – In addition to sample itineraries for movie buffs, foodies and more, visitors can build and share their own Ohio itineraries.
- [Tell Us More](#) – An opportunity for Ohioans and visitors alike to share additional movie, television and restaurant sites that may be added to Scene in Ohio.

Scene in Ohio includes sites and experiences of all sizes located across the state ranging from the [Ohio State Reformatory](#) in Mansfield (“Shawshank Redemption”) to Cincinnati’s [Fountain Square](#) (“Ides of March”) and from [Thurman Café](#) in Columbus (“Man v. Food”) to [Wendy Kromer Confections and City Bake Shop](#) in Sandusky (“The Martha Stewart Show”).

Research has shown that tourism often increases after places are featured on TV or in movies. The *Journal of Travel Research* cites two of the most notable increases: a seven percent increase in tourism for Savannah, Ga., after “Forrest Gump,” and a 300 percent increase in tourism for the Wallace monument in Scotland the year after “Braveheart” was released. Many restaurants across the U.S. report double-digit sales increases after being featured on Food Network or Travel

Channel programs.

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 \$38 billion in sales from visitor spending in 2010. A part of the Ohio Department of Development, the Division's mission is to market and celebrate Ohio's unique travel opportunities and promote the State's outstanding quality of life.

Editors' Note: Images of Scene in Ohio Web pages are available for download from the Ohio Tourism Division Online Image Library at: <http://media.discoverohio.com/res/sites/trvl2oh/>, keyword "sceneinohio."

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