

TourismOhio Marketing Returns \$15 for Every Dollar Invested

COLUMBUS, Ohio (March 21, 2013) – The Ohio Development Services Agency Office of TourismOhio today announced that the 2012 “Too Much Fun for Just One Day” advertising campaign resulted in a 15 to 1 return on investment (ROI) for Ohio. That’s a return of \$15 in state and local taxes for every \$1 invested in tourism marketing.

The ROI reflects a continued pattern of growth for TourismOhio campaigns. Please see chart below.

	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
Tax \$ ROI	\$13	\$13	\$14	\$15

“Tourism is a tremendous source of revenue and jobs so it is great news for us to see a continuing increase in our investment to market Ohio,” said David Goodman, Director of the Ohio Development Services Agency.

Total taxes received in Ohio as a result of the state’s tourism marketing campaign were estimated at nearly \$30 million for 2012 with approximately \$12.4 million of that total going to local taxes and \$17.4 million to the State of Ohio. For every \$1 invested in marketing Ohio as a tourism getaway, Ohio received a return of \$9 in state taxes and \$6 in local taxes.

“Since the inception of our “Too Much Fun for Just One Day” campaign, we have focused on highlighting unique Ohio experiences and affordable getaways,” said interim State Tourism Director Pat Barker. Barker said the campaign is heavily focused on reaching key out-of-state travelers within driving distance of Ohio through a program that utilizes print, broadcast, online and social media channels to encourage families to extend their stay in Ohio for an extra night.

Research conducted by Longwoods International on behalf of the Office of TourismOhio also revealed that 2012 advertising efforts generated approximately \$427 million in new visitor spending from an estimated 2.5 million trips.

According to the U.S. Travel Association, travel is in the **top 10 industries** in terms of employment. The tourism sector accounted for approximately 7 percent of U.S. job creation in 2011.

About the Office of TourismOhio

The [Office of TourismOhio](#) is the premier source of information for travelers and media about Ohio’s vibrant tourism experiences, attractions and economy. Tourism marketing programs contributed to an estimated \$40 billion in sales from visitor spending in 2011. A part of the Ohio Development Services Agency, the Office’s mission is to market and celebrate Ohio’s unique travel opportunities and promote the State’s outstanding quality of life.

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