visibility.
2018 was a strong year for Ohio’s tourism industry and TourismOhio. Through partnerships and a successful Ohio Adventure Trails campaign, we were able to increase our earned media audience and expand our paid marketing into Indiana, Kentucky and West Virginia so that our positive and compelling message encouraging travel to Ohio is now heard throughout Ohio and contiguous states.

Through market expansion, the Ohio. Find It Here. campaign now appears in 17 Designated Market Areas (DMAs) via tactics such as broadcast television, digital, and paid search engine marketing. We hear from businesses that they have received more visitors from the DMAs that TourismOhio has added. Additionally, Ohio Travel Guide orders and visits to Ohio.org from these DMAs have increased. Website visits were up 8% from the previous year with more than 8 million pageviews.

Our 2018 marketing focused on Ohio Adventure Trails and our website features an interactive map of 65 coffee, spirits, food, shopping, sightseeing, and history trails promoting more than 1,000 Ohio businesses. Each season TourismOhio supported the Adventure Trails with digital advertising, paid search, paid and organic social media and influencer campaigns, as well as earned media campaigns, to promote featured trails which drive users to Trails.Ohio.org and encourage travel within Ohio. A seasonal approach also provided us fresh content throughout the year, generating an earned audience reach of more than 150 million.

Thank you to the TourismOhio Advisory Board and the tourism industry for helping make this year a success. We are proud to work with partners, including Ohio businesses, attractions, convention and visitors bureaus and state agencies to grow the number of visits to our state.

Matthew L. MacLaren, Esq.

**Vision**
Ohio is a destination of choice, enriching lives through authentic travel experiences.

**Mission**
Aggressively position Ohio as a relevant travel destination and support Ohio’s tourism industry to drive economic prosperity throughout the state.
market expansion

2018 Ohio Travel Guide

22% increase
in travel guide distribution to Indiana, Kentucky and West Virginia

128% increase
in Ohio.org sessions from Indianapolis, Louisville and Charleston

grew from 9 to 17 DMAs
as TourismOhio works to increase awareness outside of Ohio

EARNED MEDIA

Ohio Set to Market Its Tourist Attractions to Indianapolis

Ohio’s tourism agency says it is expanding its outreach to Indianapolis for the first time this spring.

March 3, 2018

COLUMBUS, OHIO (AP) — Ohio’s tourism agency says it’s expanding its outreach to Indianapolis this spring.

TourismOhio’s “Find It Here” campaign uses emotional connections to attract visitors to the Buckeye State. The latest move adds to outreach around the state and in Detroit and Pittsburgh.

TourismOhio director Matt MacLaren said Ohio can offer Indianapolis world-class roller coasters at Kings Island and Cedar Point, great events, museum experiences and craft breweries.

The agency said an analysis of regional markets found that several Ohio attractions had begun marketing in Indianapolis. Indiana was the No. 1 state outside of Ohio ordering 2017 Ohio Travel Guides, and Indianapolis was the most-searched major city other than Detroit and Pittsburgh on Ohio.org.
Invested $5.9 million through core and co-op advertising programs to provide consistent, year-long messaging via television, digital, print, social, search, storytelling, eBlasts, Pandora radio and more.

**Core Advertising Results**

- Increased the number of weeks of broadcast television from 12 to 13, creating mass market awareness for the brand

  - Reach 73% of target audience
  - Frequency 3.7 times per week

- 322 million impressions, + 42%
  - Achieved via television, digital, social, paid search, preroll and print advertising

- 1.4 million paid clicks to Ohio.org, + 44%
  - Delivered via digital, paid social and paid search advertising

- 41% of Ohio.org sessions
  - Came from paid digital, paid search and paid social

**Co-Op Advertising Program Results**

- 78 partner participants matched $900,000 to the investment made by industry partners to promote Ohio’s distinctive assets

- 211 million impressions
  - Achieved via paid search, digital, paid social, eBlasts, Pandora Radio, storytelling and print

- 1.1 million paid clicks to partner websites, + 43%
  - Delivered via paid search, digital, paid social, eBlasts, Pandora radio and storytelling
social media #OhioFindItHere

347,339 ENGAGEMENTS ON INSTAGRAM

72,070 Instagram followers 24% ↑

@Ohio.FindItHere

350,623 ENGAGEMENTS ON FACEBOOK

218,634 Facebook fans 11% ↑

@OhioFindItHere

256,074 PAID SOCIAL CLICK-OUTS

Number of times our social promotions have led to partner websites

$ Ohio Adventure Trails on Buzzfeed

+ Two branded articles distributed through Facebook, Instagram and Snapchat

11 million impressions
8,000 engagements

Activated Social Influencers

+ Content creators were selected to explore Ohio through TourismOhio’s seasonal campaigns and were featured on the Ohio. Find It Here. Instagram account

resulted in 590,747 impressions with an average engagement rate of 6% (2.73% benchmark)

Holiday Lights Trail Video

+ Drone footage of 6 stops on the trail
+ Utilized new Ohio. Find It Here. music
+ More than 500,000 engagements
+ More than 100,000 clicks to holidays content

500,000 views resulting in 2,000 new Instagram followers
Ohio.org

Primary call to action for all paid, owned and earned media

8.1 million pageviews, + 8%

3.3 million site visits, + 11%

2.1 million click-outs to 10,000 partner sites, + 257%

#1 source of web visits is organic traffic

- Demonstrates growing awareness of brand

Blogs

1.3 million blog pageviews accounted for 16% of the total

38% increase in blog pageviews providing inspiration to potential travelers

GROWTH IN BLOG PAGEVIEWS

TOP PERFORMING BLOG

100 Things To Do In Ohio This Summer

- Demonstrates growing awareness of brand
earned media

Targeted Media Works

- More than 30 broadcast appearances

Regional Media Missions

- 19 media briefings
- 10 industry partners
- earned media audience: 9.7 million

+ Total earned media audience: 1.2 billion
  - NYC mission: 92 million
  - Economic impact/Ohio Tourism Day: 83 million
  - Ohio Ice Cream Trail: 80+ million
  - Holidays In Ohio: 62+ million
  - Fallidays: 38 million
  - Ohio Adventure Trails: 32+ million
New York Media Mission

15 media briefings

5 industry partners

earned media audience to-date: 92 million

International

+ Iceland Air began service to Cleveland Hopkins International Airport providing a gateway to Ohio from Europe

+ Hosted familiarization tours for 5 writers from Germany, Scotland, the UK and Australia

+ Articles placed with the Deutsche Presse-Agentur, Die Welt, Scottish Sun and Escape

+ Coordinated familiarization tours for a group of UK/Irish travel agents and our first group of Chinese tour operators
publications

OHIO TRAVEL GUIDE

400,000 distributed

includes content from all 88 counties

proudly features Ohio businesses, fellow state agency and partner content

OHIO TRAVEL GUIDE

a national Mercury Award top three finalist

U.S. TRAVEL ASSOCIATION

A top three finalist among printed publications in the nation according to U.S. Travel Association’s National Council of State Tourism Directors

OHIO CALENDARS OF EVENTS

Spring/Summer

100,000 distributed

Fall/Winter

62,800 distributed
2018: The Year of the Trail

- Year-long campaign highlighting Ohio Adventure Trails, inspired by the Ohio General Assembly’s designation of 2018 as the Year of the Trail
- New website content featuring an interactive map of Ohio’s food, spirits, coffee, sightseeing, history and shopping trails

65 trails with 1,000+ stops

96 million paid impressions

32+ million earned media audience

484,000 paid clicks on ads

Most Viewed Trails

+ Ice Cream
+ Holiday Lights
+ Ohio Buckeye Candy
+ Celtic Cocktail
+ Haunted Mansfield
seasonal campaigns

Ohio Ice Cream Trail
#MyOhioScoop

- Launched during July, National Ice Cream Month
- Campaign ran July 2 – August 10
- Started with 15 Ohio ice cream shops and expanded to include 5 more shops as determined by an online poll

80+ million earned media audience

19 million paid impressions

74,000 clicks on ads

Created Ohio.org/IceCream to inspire trail participation and generated 94,000 pageviews
Fallidays

- Created a fall visitor hub at Ohio.org/Fallidays
- Campaign ran September 4 – November 7
- Partnership with Ohio Department of Natural Resources for Fall Color Reports
- Highlighted Ohio Buckeye Candy Trail

38 million earned media audience
12 million paid impressions
134,000 clicks on ads
94,000 pageviews
to Ohio.org/Fallidays and related content

Holidays In Ohio

- Created a holidays visitor hub at Ohio.org/Holidays
- Campaign ran November 8 – December 31
- Introduced Ohio Holiday Lights Trail with 30 stops across the state

62+ million earned media audience
38 million paid impressions
277,000 clicks on ads
246,000 pageviews
to Ohio.org/Holidays and related content
strategic partnerships and collaboration

4,000 + destination & event listings featured on new Ohio.org database

100+ industry partner meetings

4 TourismOhio Advisory Board meetings

6 peer state agency meetings

40+ public speaking engagements

7 Ohio. Find It Here. booths at industry partner events

84 industry partners showcased at Ohio Tourism Day

4,000 + destination & event listings featured on new Ohio.org database

12 industry partners requested use of new Ohio. Find It Here. music

1,000+ destinations and businesses promoted on Ohio Adventure Trails website

3 industry partners selling Ohio. Find It Here. t-shirts
Some of the many partners with whom we collaborated
organizational excellence

TourismOhio Advisory Board

Dan Sullivan  
HNS Sports Group  
Board Chair

Brian Ross  
Experience Columbus  
Board Vice Chair

Lee Alexakos  
Cedar Fair Entertainment Co.

Tami Brown  
Greater Cleveland Aquarium

Jodi Burroughs  
Hocking Hills Canopy Tours

Ellen Grinsfelder  
Inn & Spa at Cedar Falls

Bill Kilimnik  
The Golden Lamb

Joe Mazur  
Cuyahoga Valley Scenic Railroad

John Minor  
JobsOhio

Dan Young  
Young’s Jersey Dairy

TourismOhio Staff

From left: Website Manager Jon Dymock, PR Intern Mary Kleffner, PR Coordinator Meg Berno, PR Manager Tammy Brown, Director Matt MacLaren, Marketing Manager Lauren Seckel, Communications Manager Juliana Khusid, Office Manager Amy Summers, Social Media Coordinator Paola Santiago

2018 Central Ohio PRism Award Winner for the 2017 Ohio Travel Guide with Great Lakes Publishing
The Ohio Buckeye Candy Trail is a great representation of the success that can be achieved when destinations and small businesses collaborate.

— Deb Shatzer
Destination Delaware County

“Growing Ohio Businesses”

I am just a small business, but since I have been on the trail I cannot keep enough buckeyes made. Last week alone, over 500 were sold. Thank you very much.

— Holly Braden
Holly B’s Sweets in Waynesville

“We are thrilled to be part of a program that brings awareness to the ever-important ice cream and dairy industry in Ohio. Being on the trail has given us the opportunity to connect with guests and share our family’s story.”

— Matt Wilcoxon
Johnson’s Real Ice Cream in Bexley

“We had 82 Amphicars attend from all across the country, Canada and the Netherlands. They gave rides to the public all weekend long raising $5000 for the local food pantry in donations. The application has been submitted for the Guinness World Record [for the largest gathering of amphicars ever]. The crowds were phenomenal… I’m sure that being on the cover of Tourism Ohio’s Calendar of Events played a big part in that.”

— Donna Grubbe
Greater Grand Lake Region Visitors Center

After the magazine came out, we instantly had a spike in our website traffic; our best estimate would be 25% increase, equating in a 12% increase in dollars.

— Kevin Mooney
The Mohicans Treehouses in Glenmont
5 Ways TourismOhio Can Help You Grow

Supporting You is Our Mission

1. **Promote Your Event or Destination**
   Create a Free Listing on Ohio.org
   Visit www.ohio.org/industry/database

2. **Join Our Co-Op and Double Your Advertising Funds**
   Seize Opportunities You Never Thought You Could Afford
   Visit www.ohio.org/industry/advertising-co-ops

3. **Get the Word Out**
   Our Team Can Help Promote Your Biggest Events
   Email Juliana.Khusid@development.ohio.gov

4. **Stay in the Know**
   Sign Up for BuckeyeLine, Our Monthly Industry e-Newsletter
   Visit www.ohio.org/industry/buckeyeline

5. **Boost Your Social Presence**
   Connect With Us

OhioFindItHere
@OhioFindItHere
@Ohio.FindItHere
Ohio.FindItHere.
tale-gating.

George Hutchins Covered Bridge in Lancaster
adventure.