2019 Year In Review

Armstrong Air & Space Museum in Wapakoneta
a brand for Ohio

Director Mihalik and Matt MacLaren at new Hocking Hills Visitor Center

New Highway Welcome Signs

Warren Southbound Gateway Rest Area

Ohio Travel TV
Ohio. Find It Here. is a brand for all of Ohio and since taking office, Governor DeWine has been our most valued and enthusiastic brand ambassador. With the governor’s support, TourismOhio has worked with state agencies and statewide organizations to incorporate the brand into their marketing campaigns, propelling the brand across the state and amplifying our message that Ohio is a great place to live, learn, work, innovate and play.

In 2019 Ohio showed our strength as destination during the Major League Baseball All-Star game in Cleveland, the celebration of the 50th anniversary of Neil Armstrong’s walk on the moon and at the American Society of Association Executives Conference in Columbus.

The Ohio Road Trips campaign took travelers everywhere from Vibrant Cities to historical sites to delicious dining options on the Foodie Fill-Up Road Trip. Working hand-in-hand with our industry partners, the 10 road trips showcased nearly 300 partners across Ohio. We also expanded our advertising campaign into 17 designated market areas including Indianapolis, Pittsburgh, Detroit, Louisville and Parkersburg.

Ohio’s $46 billion tourism industry is an integral part of our state’s economy and it plays a pivotal role in the state’s growth. As Ohio attracts an increasing number of new residents and visitors, TourismOhio works to highlight the state as a destination of choice that enriches lives though authentic experiences, creating deep connections and memories among travelers. From amusement parks to wineries, from historic landmarks to wonderous state parks, Ohio provides visitors - both in and out of state - the opportunity to experience joy, happiness and excitement.

As we look forward to 2020, we’ll continue to maximize our partnerships and address the challenges that face the travel and tourism industry. Working together, we can make sure Ohioans and visitors to Ohio know that our state is a place where they can make memories that will last a lifetime.

Sincerely,

Lydia Mihalik
Director of the Ohio Development Services Agency
events in Ohio

Ohio Tourism Day on the Ohio Statehouse Lawn

Ohio State Fair

Young’s Jersey Dairy Farm

Hiking in Hocking Hills

40th Fish Ohio Day

Armstrong Air & Space Museum
In 2019, we strengthened the Ohio. Find It Here. brand and Ohio’s tourism industry. Through partnerships with several state agencies and dozens of industry members, we continued to spread our message and increase the brand strength.

Now Ohio highway welcome signs feature Ohio. Find It Here. and rest areas are integrating the brand into their remodeling plans. More than ever, our partners are utilizing the brand in their marketing campaigns. Ohio Grape Industries has even rebranded to incorporate Ohio. Find It Here. in its logo and messaging.

During the 2019 Major League Baseball All-Star game, our commercial played in the regional markets. TourismOhio showed Ohio as a leader in air and space innovation and promoted the To the Moon and Back Road Trip to celebrate the 50th anniversary of the moon landing, and Columbus hosted the U.S. Travel Association’s first Midwest road show.

At TourismOhio, we continue to implement our vision and mission to make Ohio a destination of choice and provide visitors authentic experiences while supporting the industry and fostering economic growth for the state. In the pages that follow you will see a snapshot of our accomplishments.

Thank you to all our partners who made 2019 a strong year for Ohio tourism. We look forward to working with you in the year to come.

Sincerely,

Matthew L. MacLaren
Director of TourismOhio

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**vision**

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

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**mission**

Aggressively position Ohio as a relevant travel destination and support Ohio’s tourism industry to drive economic prosperity throughout the state.
In 2019 TourismOhio introduced a year-long campaign that capitalizes on Ohio’s proximity to 60% of the U.S. population, encourages overnight stays, includes broad partnership with the tourism industry and positions Ohio to benefit from the growing road trip market while providing visitors the experiences they seek. Promotion includes new website content at RoadTrips.Ohio.org that features:

- 10 theme-based road trips
- 296 destinations, lodging properties and restaurants

177M earned media audience
578K ad clicks
8.9M video views
700K pageviews
41% of sessions came from digital ads and 26% from social media
4M social media engagements

Most viewed road trips: To the Moon and Back, Scenic Route, Vibrant Cities, Foodie Fill-Up

**Vibrant Cities Road Trip**

A collaboration with Cincinnati USA, Dayton CVB, Experience Columbus, Akron/Summit CVB and Destination Cleveland, this road trip celebrates the fact that Ohio has more big cities than any other Midwest state. *Midwest Living* selected Ohio. Find It Here. to be the 2019 Road Rally partner and took this epic road trip of Ohio’s urban centers – 5 cities, 5 days and 30 stops – May 6-10.

181K ad clicks
2.3M video views, 50% via social media
117K pageviews
950K social media engagements
To the Moon and Back Road Trip
+ Celebrating the 50th anniversary of Ohioan Neil Armstrong’s first steps on the moon. This messaging was broadly promoted through the road trip itself, a promotional landing page on Ohio.org, the Ohio State Fair booth and a partnership with Homage.

The Scenic Route Road Trip
+ Showcasing the best spots in Ohio to experience amazing views

Foodie Fill-Up Road Trip
+ A road trip to dazzle one’s taste buds featuring farm-raised ingredients and creations by inventive chefs and mixologists

177M earned media audience
191K ad clicks
5M video views
163K pageviews

124K video views
100K ad clicks
118K pageviews
25K pageviews to Ohio.org/lunar-landing and featured content

75K ad clicks
838K video views
73K pageviews
seasonal campaigns

Landing pages on Ohio.org such as Holidays in Ohio and Fall in Ohio feature seasonally relevant content such as blogs, timely road trips and videos that tie to Ohio’s changing seasons and consumer mindset. Traffic to the seasonal pages comes largely from prominent placement on the Ohio.org homepage, digital advertising and social media.

Fall in Ohio

+ Created a fall visitor hub at Ohio.org/FallinOhio
+ Partnership with Ohio Department of Natural Resources for Fall Color Report
+ Campaign ran September 4 – November 12

7.2M earned media audience
29K ad clicks
21K pageviews to Ohio.org/FallinOhio and featured content

Holidays In Ohio

+ Created a holidays visitor hub at Ohio.org/Holidays to promote the 30-stop Ohio Holiday Lights Trail and seasonally inspired content
+ Campaign ran November 13 – December 31

60M earned media audience
186K ad clicks
1.3M video views
87K pageviews to Ohio.org/Holidays and featured content
TourismOhio invested $7 million through core and co-op advertising programs to provide consistent, year-long messaging via broadcast, digital, print, social, paid search, storytelling, eBlasts, and more. In 2017, TourismOhio expanded its advertising footprint from nine to 17 designated market areas (DMAs), and 2019 was the first year all 17 DMAs were supported year-round. The call to action for all advertising directs consumers to Ohio.org to further inspire travel to Ohio.

**CORE ADVERTISING RESULTS**

- 382M paid impressions, +19%
- 1.7M ad clicks to Ohio.org, +21%
- 48% of Ohio.org pageviews came from digital, search and social ads
- 13 weeks broadcast TV May - October
- 79% reach
- Frequency (3.9) times per week
Ohio. Find it Here. takes pride in our ability to captivate travelers through inspirational and functional social messaging. Take a look below into how TourismOhio uses its dollars to spread positive Ohio travel information across Facebook, Instagram and our wider social media audience.

12.1% of clicks to Ohio.org came from social media

**324,781 ENGAGEMENTS ON INSTAGRAM**

92,233 Instagram followers

28%

@Ohio.FindItHere

**585,404 ENGAGEMENTS ON FACEBOOK**

256,000 Facebook fans

17%

@OhioFindItHere

**622,047 PAID SOCIAL CLICK-OUTS**

Number of times our social promotions have led to partner websites

Activated Social Influencers

Content creators were selected as Ohio travel ambassadors to explore Ohio’s Road Trips and seasonal destinations, as well as distribute Ohio content to new audiences encouraging them to travel to Ohio.

3M+ engagements 55K+ clicks to Ohio.org

Most liked Instagram pic in 2019
Ohio.org is the primary call to action for all marketing—paid, earned and owned, and provides inspiration through blogs, theme-based road trip itineraries, thematic trails and over 7,000 event and destination listings to inspire consumers to plan their visit to Ohio. In January 2019, TourismOhio launched a new, easier to navigate website that is highly visual and engaging with more photography and video content.

**Blogs**

979K blog pageviews accounted for 20% of the total

**Event and Destination Listings Database**

Of great value, any Ohio tourism attraction may create a FREE listing to promote their destination or event on Ohio.org and be included in the searchable event and destination database prominently promoted on the website. In 2019, a new easier to use consumer-friendly site with photos and enhanced descriptions was launched.

- 5,043 event listings
- 2,032 destination listings
- 312K clicks to 14K partner sites
Ohio. Find It Here. distributed more than 550,000 copies of our publications in 2019. We added a thicker cover, improved graphics and enhanced photos to make the Ohio Travel Guide a publication that could proudly be displayed by the 400,000 people who received it. We also distributed 100,000 copies of the Spring/Summer Calendar of Events and 50,000 copies of the Fall/Winter Calendar of Events.
Ohio. Find it Here. generated regional, national, and international earned media through the promotion of major anniversaries. This included interviews and promotions on the 25th anniversary of the Shawshank Redemption being filmed in Mansfield, the 50th anniversary of Ohioan Neil Armstrong being the first man to walk on the moon, the second year of the Ohio. Find It Here. Holiday Lights Trail, and many more.

**total earned media audience: 746M+**

- New York media mission - 66M+
- Ohio. Find It Here. Road Trips/Midwest Living Road Rally - 250M+
- Ohio. Find It Here. Adventure Trails - 21M+
- Fall in Ohio impressions - 7.2M+
- Holidays In Ohio - 59M+
strategic partnerships

Ohio. Find It Here. proactively engaged the Ohio tourism industry as partners. From Vibrant Cities to increased co-op marketing, we added hundreds of industry partners which amplified the Ohio. Find It Here. brand while increasing visits to tourism businesses throughout our state.

120+ industry partner meetings

95 Industry partners showcased at Ohio Tourism Day

TourismOhio Advisory Board meetings

State agencies using Ohio. Find It Here. brand

Ohio. Find It Here. booths at industry events

Speaking engagements

296 Destinations, lodging properties, restaurants promoted on Ohio Road Trips campaign

Peer State Agency meetings
Through a strong collaboration with the tourism industry, the Co-Op Advertising Program works to promote Ohio and amplify the brand. Open to any Ohio organization that contributes to a healthy tourism economy, the Co-Op Program provides:

+ A dollar-for-dollar match up to $25,000 to promote Ohio’s destinations and attractions
+ Advertising and content creation offerings such as paid search, digital, paid social, photography, video and storytelling
+ Commitment by Ohio. Find It Here. to leverage partner assets in its marketing to amplify partner exposure. In 2019 this included:
  + A video about Atwood Lake that garnered 8,000 views via an organic Facebook post
  + Turning the Union County Convention and Visitors Bureau, Lebanon Mason Monroe Railroad and Nutcracker Family Restaurant storytelling campaigns into blogs featured on Ohio.org—the latter of which received more than 7,000 pageviews

I appreciate the opportunities the Co-Op Program provides us in extending our marketing dollars! Thanks to all of your work on behalf of the Ohio tourism industry!

Beth Carmichael, Executive Director
Trumbull County Tourism Bureau

Three years ago we worked with our partners at Cedar Point and the Rock & Roll Hall of Fame to create a combo pass that includes tickets to each of our attractions. Collectively we used the Ohio. Find It Here. Co-Op Program to leverage their reach and double our advertising spend for this initiative. As a result, we have seen year-over-year growth in sales of the combo pass. I would definitely recommend utilizing the Ohio. Find It Here. Co-Op Program whether you have a small or large advertising budget.

Brock Richards, Vice President of Sales & Marketing
Pro Football Hall of Fame
International

Leveraging partnerships with knowledgeable international marketing organizations including JobsOhio, Brand USA, and Great Lakes USA helped Ohio. Find It Here. messaging reach an international audience.

JobsOhio

+ Ohio. Find It Here. partnered with JobsOhio to create Ohio information cards that were used during JobsOhio’s international missions to tell the story of Ohio as a great place to live, learn, work, play and innovate.

Brand USA

+ Filmed in Ohio 3 times in 2019 and created the following videos:
  + “Ask a Local” about Cincinnati and the Golden Lamb restaurant in Lebanon
  + United Stories “from lake to river and museums to monuments”
  + Four Ohio Road Trip videos through a partnership with Cleveland and Columbus

Great Lakes USA

+ Involvement with Great Lakes USA provided exposure in the United Kingdom, Germany, and China. These were the three top overseas markets to Ohio and through Great Lakes USA, several stories were published including Cuyahoga Valley National Park being listed in “10 U.S. national parks that are beautiful”; Cedar Point, Sandusky, and Lake Erie listed in “the Hot List U.S. Theme Parks”; and Cleveland and Columbus as great cities to visit.
In 2019, Ohio. Find It Here. began to receive national attention as a growing brand. Our New York media mission resulted in national media on Ohio’s innovations in space and aviation. The U.S. Travel Association choose Columbus for events to kick off their Travel Works campaign. For the first time, ASAE held its sought-after gathering of convention planners in Ohio.

**New York Media Mission**

- 10 media briefings
- 5 industry partners
- earned media audience: 66M+

**American Society of Association Executives asae®**

- In August, the convention world looked to Columbus as the “Superbowl of Meetings”, the American Society of Association Executives Conference, came to Columbus. Ohio. Find It Here. supported the event with signage at the convention center and digital ads targeting attendees that showed Ohio as a premier convention destination.

**U.S. Travel Association**

- Also in August, the U.S. Travel Association hosted its first-ever multi-city Travel Works Road Show and Columbus was one of two Midwest cities selected. The purpose of the road show was to highlight the importance of travel and its impact on commerce, jobs, trade and security.
- The daylong event recognized the collaboration of Ohio’s growing tourism industry and included a session at Columbus State with industry leaders, Ohio Development Services Agency Director Lydia Mihalik and members of congress.
organizational excellence

Excellence. Ohio. Find It Here. In 2019, TourismOhio created partnerships, capitalized on several major events and effectively reached a regional audience, projecting a positive image of our state.

TourismOhio Advisory Board

Dan Sullivan
HNS Sports Group

Board Chair

Dan Sullivan
HNS Sports Group

Board Chair

Brian Ross
Experience Columbus

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

JP Nauseef
JobsOhio

Dan Young
Young’s Jersey Dairy

TourismOhio Staff

From left to right: Paola Santiago, Juliana Khusid, Amy Summers, Dayna Brownfield, Lauren Seckel, Jesse Dotson, Maggie Butler, Roxy Reminick, Matt MacLaren

Recognizing Office Manager Amy Summers as Employee of the Quarter

Awards Received in 2019

2019 AAF Silver Addy Award Winner for TourismOhio Trails Microsite

2019 Central Ohio Public Relations Society of America PRism Award of Excellence winner for the 2018 Ohio Travel Guide with Great Lakes Publishing

2019 Award from Scenic Ohio for Advancing Tourism to Ohio’s Scenic Places
5 Ways Ohio. Find It Here. 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](http://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](http://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](http://www.ohio.org/industry/buckeyeline)

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

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Girasole at Jorgensen Farms in New Albany

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OhioFindItHere  @OhioFindItHere
@Ohio.FindItHere
Ohio.FindItHere.
happiness.

21c Museum Hotel in Cincinnati

Ohio. Find It Here.

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Ohio Development Services Agency

Mike DeWine, Governor
Jon Husted, Lt. Governor

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