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Lt. Governor Releases 2008 Ohio Tourism Marketing Campaign Results

Campaign Generated Approximately \$437 Million in Visitor Spending

COLUMBUS, Ohio (March 18, 2009) – Lieutenant Governor Lee Fisher today announced the results of the Ohio Tourism Division's 2008 consumer marketing campaign, "Too Much Fun for Just One Day," designed to drive travel to and within Ohio. According to a study of the Division's paid marketing efforts performed by Longwoods International, the campaign generated approximately \$437 million in new visitor spending last year. In addition, the research shows a total return of \$12 in state and local taxes for every \$1 invested in tourism.

"We're thrilled with the \$1 to \$12 initial investment results of the Tourism Division's 2008 campaign," said Lt. Governor Lee Fisher. "This campaign provided a creative and targeted message to experience Ohio's tourism product in a way that differentiates us from our competition, and the results are a compelling justification for why we need to share the Ohio story."

The 2008 campaign portrayed Ohio as "Too Much Fun for Just One Day" and encouraged three-day getaways while celebrating the diversity of Ohio's attractions and visitors' ability to enjoy many experiences within an easy drive and short timeframe. To bring greater attention to the campaign, Columbus Zoo Director Emeritus Jack Hanna and former Cincinnati Reds' baseball star, Ken Griffey, Jr. appeared in Tourism Division television commercials.

"Tourism is a key economic driver for Ohio with the majority of our visitors coming from within 300 miles of our borders," said State Tourism Director Amir Eylon. "The results speak for themselves in that we were able to effectively tap into the regional drive market to generate new and repeat travel resulting in much needed visitor spending.

Of the \$12 return in state and local taxes, approximately \$7 represented state tax revenues and an additional \$5 in local tax revenues was generated. Total revenues for the 2008 advertising campaign season, approximately May – October, were estimated at \$30.9 million with \$13.5 million in local tax revenue and \$17.4 million in state taxes.

The 2008 "Too Much Fun for Just One Day" campaign was developed by Ron Foth Advertising, and was supported by other marketing vehicles including public relations, social media, multicultural marketing efforts, consumer publications and special events. The campaign targeted key feeder markets in neighboring states with a majority of the paid media investment being spent in Detroit, Pittsburgh, Indianapolis, Louisville/Lexington, and Charleston/Huntington in May and June – the Midwest's peak planning period for summer and fall getaways. During Ohio Tourism Month (May), the campaign also targeted consumers within Ohio including Columbus, Cleveland, Cincinnati, Dayton, Toledo and Youngstown.

In travel year 2007, visitor spending of \$25 billion contributed to an estimated \$38 billion in overall sales and total revenues of approximately \$2.5 billion in state and local taxes. In addition, more than 454,000 full-time-equivalent jobs are sustained by visitors to the state, which represents about 7 percent of Ohio's jobs.

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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. 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.

About Ron Foth Advertising

Ron Foth Advertising is a full-service communications firm headquartered in Columbus, Ohio. Founded in 1975, the agency has grown to provide a full range of services to businesses throughout the U.S. and beyond. In addition to the Ohio Tourism Division, clients include Wendy's International, Safelite AutoGlass, the Columbus Zoo and Aquarium and its new Zoombezi Bay water park, The Ohio State University and Nationwide.

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