



FOR IMMEDIATE RELEASE

CONTACTS: Tamara Brown at (614) 466-8591

Ohio Tourism Division Releases 2009 Travel Planner, Events Calendar

Free Ohio travel publications now available from www.DiscoverOhio.com, 1-800-BUCKEYE

COLUMBUS, Ohio (Feb. 19, 2009) – The Ohio Department of Development's Tourism Division today released the 2009 *Ohio Travel Planner*, and the 2009 Spring/Summer *Ohio Calendar of Events*. Both publications are now available to the public free of charge from www.DiscoverOhio.com or by calling 1-800-BUCKEYE.

At 164 pages, the *Ohio Travel Planner* is packed with more than 3,000 listings for exciting travel opportunities from the shores and islands of Lake Erie to the foothills of the Appalachian Mountains. The annual guide is accentuated with a handy pull-out road map sponsored by the Ohio Wine Producers Association and Ohio Wines. New to the publication for 2009 are overviews of each of Ohio's five geographic regions, testimonial stories from Ohio visitors and a section called, "My Ohio Rocks!" highlighting the return of the Rock and Roll Hall of Fame Induction Ceremony to Ohio.

"This year's Travel Planner is full of engaging experiences for families, young professionals, multigenerational travelers and empty nesters alike presented in a traveler-friendly format," said State Tourism Director Amir Eylon. "Both the online and printed versions of the *2009 Ohio Travel Planner* are structured to help families and friends plan for high value getaways on a reasonable budget."

For ease of use, each region is color-coded and presents a map of the area covered within the section along with a lodging directory and visitor services.

Additional features of the *Ohio Travel Planner* include:

- *Travel Ohio* – Transportation information and important phone numbers and Web sites;
- *Ohio Did You Know?* – Ohio symbols, firsts and facts;
- *Editorial section* – Features Ohio travel experiences in cities, culture & cuisine; history & heritage; sports & recreation and family fun;
- *Event Highlights* – List of festivals and events;
- *Money-Saving Coupons*.

The 68-page, full-color, 2009 Spring/Summer *Ohio Calendar of Events* contains:

- Indispensable *listings of more than 700 events, festivals, shows, concerts and more* taking place between March and August 2009. All listings are color-coded by geographic area and listed in chronological order for ease of use;
- *Travel information section* including driving distances, airport information, important travel phone numbers and Web sites;
- *Schedule of 2009 County and Independent Fairs*;
- And, a *listing of Ohio visitor bureaus/chambers of commerce* that provide travel information.

In addition to the print versions of the publications, electronic versions are available online at www.DiscoverOhio.com.

--more--

Free Ohio travel materials including the 2009 *Ohio Travel Planner* and 2009 Spring/Summer *Ohio Calendar of Events* may be requested 24 hours a day, seven days a week, from www.DiscoverOhio.com or 1-800-BUCKEYE. This year, the planner also is being distributed by Ohio State Parks, the Ohio Turnpike Commission, Ohio Visitor Bureaus and Ohio Department of Transportation Travel Information Centers. For additional information, trained travel counselors are available at 1-800-BUCKEYE to assist callers weekdays from 8 a.m. to 9 p.m. and weekends from 9 a.m. to 6 p.m.

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 visitor sales in 2007 and 454,000 jobs sustained by visitors to the state. 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.

#

Editor's Note: Images of the 2009 *Ohio Travel Planner* cover and the 2009 Spring/Summer *Ohio Calendar of Events* cover are available upon request or you may download them from <http://media.discoverohio.com>. Search on keyword: publication

Electronic release available at: <http://consumer.discoverohio.com/pressroom/divisionreleases.aspx>