

01

Changing the name of TourismOhio to State Marketing Office and altering its focus raises questions

- We applaud the governor for recognizing that marketing to attract visitors leads to more people discovering Ohio as a place to live, work and learn.
- That being said, we want to ensure the name change doesn't indicate less of priority in attracting travelers to and through Ohio, as this generated \$47 billion for the Ohio economy in 2021 (Tourism Economics, 2022).
- Research consistently shows that awareness of TourismOhio ads promoting destinations and experiences leads to changes in perception as Ohio as not only a good place to visit, but also as a good place to work, live and go to school. When they see an ad and then visit Ohio, the change in perception is even greater (Longwoods International, 2022).

02

It starts with a visit

- The best way for talent to learn about a location is to visit the community themselves, underscoring the importance of continuing to target visitors.
- When considering places to relocate to, 57% of those who recently moved at least 100 miles away from home say they were influenced by visiting the community (DCI, 2022).

03

TourismOhio must maintain proven strategies to drive business to Ohio

- When researching information about potential communities before a move, 52% said they visit tourism websites, 42% said tourism social platforms, 38% said relocation guides and 32% said printed tourism guides or brochures (DCI, 2022)
- The following proven TourismOhio programs must continue, as Ohio businesses rely on these programs to deliver customers and sales leads:
 1. Creating the *Ohio Travel Guide*
 2. Continuing targeted regional drive campaigns to attract visitor spending
 3. Maintaining public relations agency
 4. Creating separate creative (including television commercials) focused on Ohio as a destination
 5. Continuing a travel-based cooperative

04

Expanding the TourismOhio mission without additional dollars will hurt Ohio businesses and not be as effective in attracting visitors or talent to the state

HERE'S HOW
TO SUPPORT
OHIO
BUSINESSES

- Dedicate no less than \$10 million each fiscal year to continue the existing TourismOhio strategy to drive visitation and visitor spending throughout Ohio.
- Increase overall State Marketing Office budget (previously known as TourismOhio) to no less than \$35 million to effectively launch a workforce development marketing strategy.
- Ensure the proven TourismOhio programs already mentioned continue, as they produce measurable results for both small and large businesses, and communities throughout the state.

DCI. (2022). *Talent Wars: What People Look for in Jobs and Locations*. Destination Counselors International. New York: DCI.
Tourism Economics. (2022). *2021 Economic Impact of Tourism in Ohio*.
Longwoods International. (2022). *The Halo Effect*. Toronto

Representing what's important for more than 40,000 businesses employing 411,000 Ohioans



OHIO LOCAL
HISTORY ALLIANCE
Inspire. Connect. Educate.



Travel Boosts the Ohio Economy

Travelers to and thru Ohio support local businesses and jobs

- Travelers contributed \$47 billion to the Ohio economy in 2021
- This includes direct spending at our museums, gift shops, restaurants and hotels, as well as what our businesses spend on goods and services to operate, such as manufactured goods, cleaning supplies, accountants, and other items, most of which are purchased from Ohio businesses in other industries
- The visitor spending supports 411,000 jobs, more than half of which are career professionals supporting households



America 250 Ohio to Touch all 88 Counties



Support America 250 Ohio throughout the budget process

- America celebrates its 250th year of independence in 2026, and Ohioans are already preparing for this great opportunity
- Our work will showcase Ohio's many contributions to manufacturing, aviation, transportation, the arts and other areas
- Our focus is not just on the past, but also the present and the future to position Ohio as a driving force of innovation and leadership
- All 88 counties will be engaged in this effort
- The Ohio Commission for the Semiquincentennial leads this work with bipartisan support. The Governor provides \$5.8 million in FY24 and \$8.1 million in FY25 in his Executive Budget. We ask that this remains in the budget.

World Heritage to Shine Global Spotlight on Ohio



Support World Heritage throughout the budget process

- Eight Hopewell Ceremonial Earthworks in Ohio are under consideration for the UNESCO World Heritage List. The World Heritage Committee meets in mid-September in Riyadh, Saudi Arabia and will vote on the nomination.
- Inscription on the World Heritage List would underscore the cultural significance of these sites and call international attention to these treasures long known to Ohioans.
- This effort will create Ohio's first World Heritage site. World Heritage inscription will put Ohio on the world's stage, spotlighting the entire state
- While the proposed inscribed sites are in three counties – Ross, Licking and Warren – international, national and regional visitors will enter through various gateways and will experience a great portion of the state because we will encourage them to visit other earthwork and heritage sites in the state.
- We ask for World Heritage support of \$1.2 million in FY24 and \$1.6 million in FY25.