

# Program and Services Menu



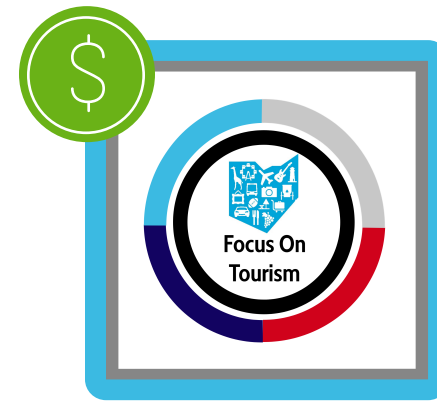
## Education



Weekly  
Newsletter



Ohio Conference  
on Travel



Focus on  
Tourism  
Workshops



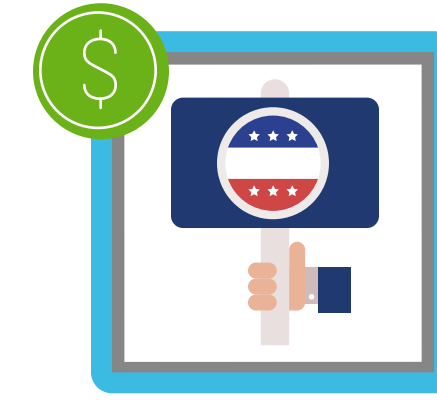
Travel Industry  
Research



Ohio Tourism  
Leadership  
Academy



Perfect Pitch  
Media Training



Tourism  
Legislative Day



ODNR Tourism  
Day



## Connection



Heartland Travel  
Showcase



OTA Member and  
Media Contact  
Directory



Industry  
Discussion Forum



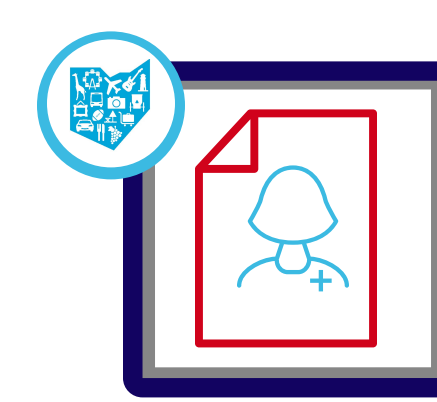
Business Presence  
on Website



Business  
Savings  
Programs



Travel Industry  
Privileges Program



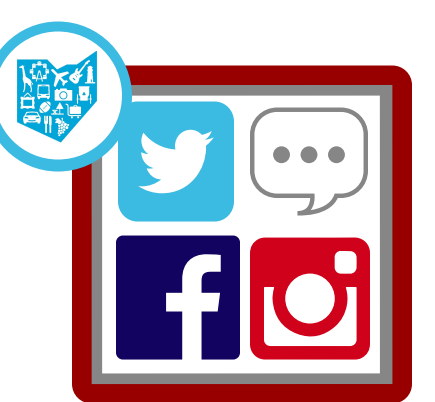
Job Postings



Member Regional  
Meetings



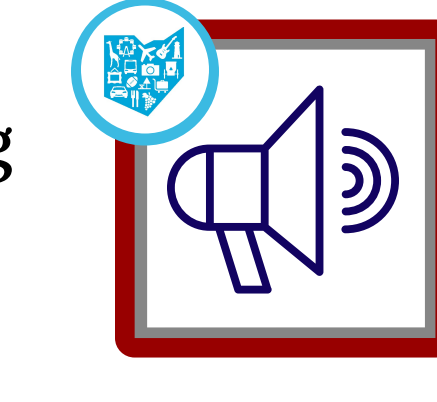
## Significance



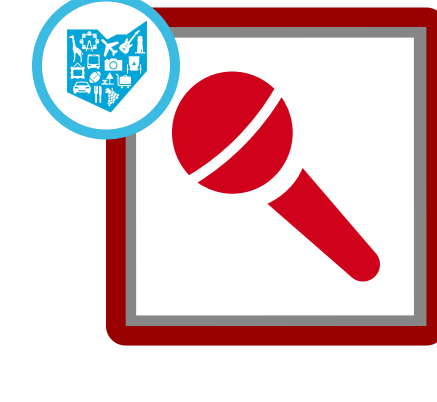
Share Your  
Story



Business Marketing  
and Individual  
Awards Programs



Legislative  
Alerts



Advocacy Voice  
and Partner



Survey  
Participation  
and Results



OTA Member  
Logo

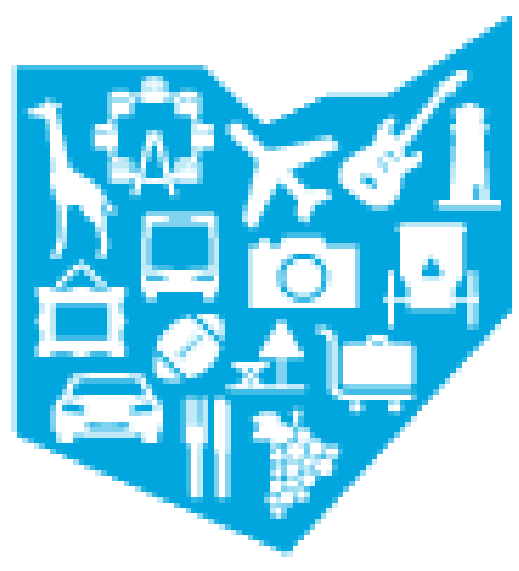


Power of Ohio  
Travel Speaker



Sponsorship  
Opportunities





**Ohio Travel**  
ASSOCIATION

# Education



## Weekly Newsletter

Stay informed with Ohio and national travel-related news and trends, as well as an industry calendar and job postings through this digest of clips and information sent every Friday. Original articles written by OTA staff and industry leaders capture Ohio and national tourism trends, legislative opportunities, upcoming events and tactics tailored to your needs.



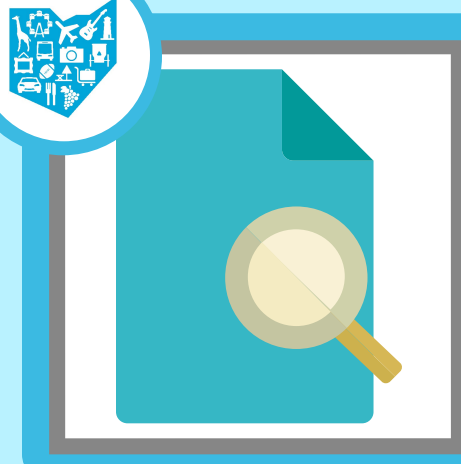
## Ohio Conference on Travel

Attending the state travel conference is one of the best ways to grow your business. During this three-day event, meet with Ohio attendees representing attractions, hotels, transportation, museums, CVBs, ferries, wineries, breweries and more. The Ohio Travel Association brings you a diverse array of national speakers and industry experts from across the nation.



## Focus on Tourism Workshops

Gain skills and knowledge to remain sharp on the job and to increase the bottom line of your organization through annual workshops designed with industry needs in mind. Topics are tailored toward industry sectors and specific marketing topics.



## Travel Industry Research

As a member of OTA, receive travel industry research encompassing everything from national trends to Ohio-based research influencing your business.



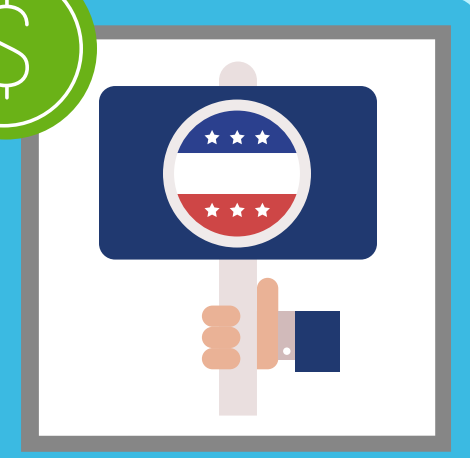
## Ohio Tourism Leadership Academy

Strengthen your leadership skills and knowledge of Ohio's travel industry, or build the talents of your promising employees, through this six-month training program designed to develop strong leaders and advocates for Ohio's travel industry.



## Perfect Pitch Media Training

Learn how to increase your effectiveness at getting in front of potential customers through media relations training. Held odd years.



## Tourism Legislative Day

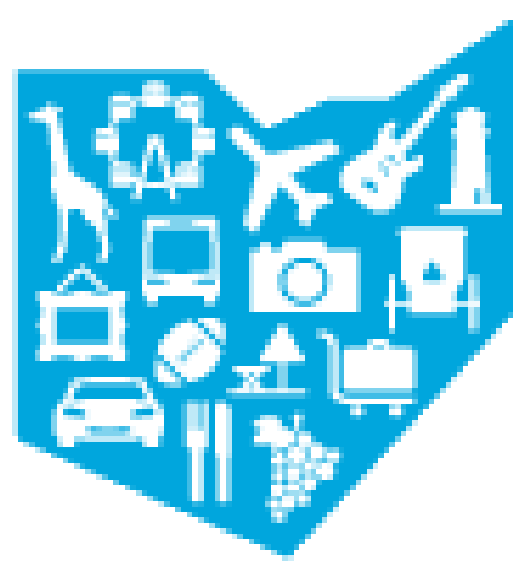
Be a part of the cohesive industry voice by participating in the biennial Ohio Tourism Legislative Day (held in odd-years through a partnership with the Ohio Hotel & Lodging Association and the Ohio Association of Convention and Visitors Bureaus).



## ODNR Tourism Day

Get to know the Ohio Department of Natural Resources, as they offer important tools and resources that include grants, experiences, destinations and networking opportunities. Every other year, OTA members attend the Ohio State Fair for free.





# Connection



## Heartland Travel Showcase

Increase your sales to group tour buyers through this 12-state marketplace, the nation's largest regional group tour buying experience. Get your piece of the more than \$23 billion spent directly on group tours in the Heartland. At the annual event, generate solid sales leads, build relationships, and book business!



## OTA Member Contact and Media Directory

Connect with OTA members using the member contact directory. This comprehensive directory allows you to access full contact information for all OTA members representing attractions, CVBs, hotels, suppliers and more.



## Industry Discussion Forum

Have a question that you need answered regarding your business? Submit your questions in the discussion forum. Use this online service to ask travel industry experts across the state about anything relating to your business, big or small.



## Business Presence on Website

From sharing your business photos to be displayed on the OTA site to listing your associate business members in the contact directory, your affiliation with OTA speaks volume to organization's vision and credibility.



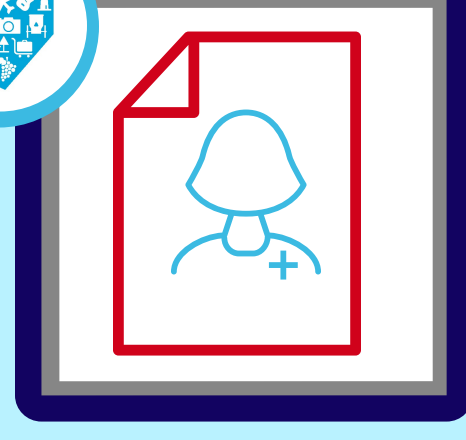
## Business Savings Programs

OTA has partnered with CareWorksComp, Ohio's largest workers' compensation, risk consulting and claims management service provider to maximize insurance premium savings. Average savings for OTA members are \$1,500 per year. In addition, NPP saves both you and your organization money through discount pricing on wireless service, office supplies, electronics and more!



## Travel Industry Privileges Program

TIP (Travel Industry Privileges) Program is a unique member-to-member discount program focused on experiences and perks that are only available to OTA members. Get the inside TIP, discover the world in your own backyard, and have fun while saving money!



## Job Postings

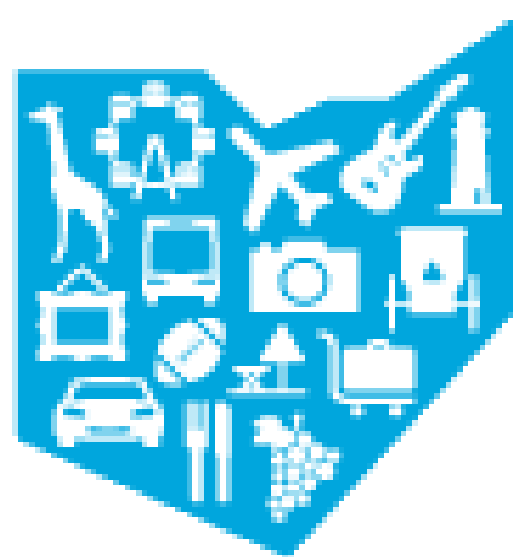
Find candidates for professional, seasonal and/or academic positions. OTA members are also able to share their job openings with OTA for promotion, free of charge!



## Member Regional Meetings

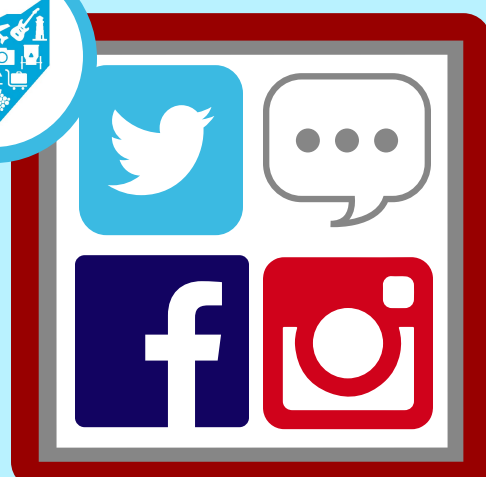
Make sure your ideas and challenges are addressed, and help shape new opportunities for Ohio by participating in member-only regional dialogues held at least once a year.





**Ohio Travel**  
ASSOCIATION

# Significance



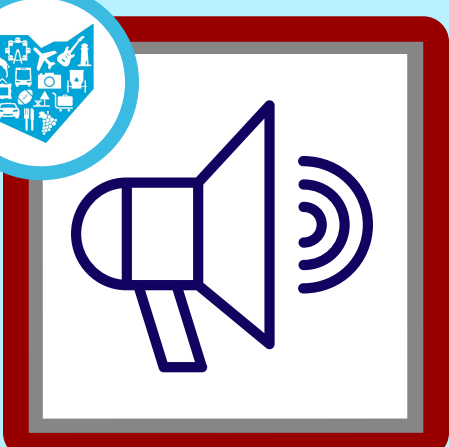
## Share Your Story

OTA gives you the opportunity to broadcast your presence in the industry amongst a large, professional tourism group. OTA assists you in sharing your newsworthy stories from designated news outlets as part of the weekly eClips content and on social media. We are willing to work with you to write article content for eClips if it is pertinent to the industry and all sectors involved.



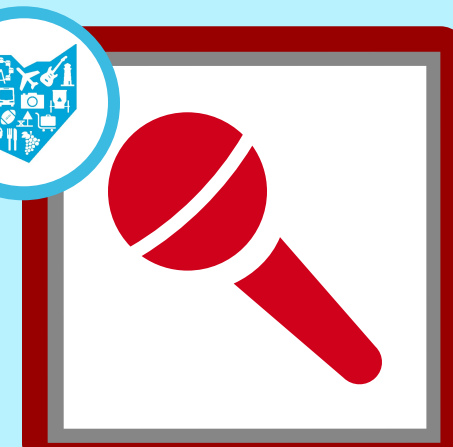
## Business Marketing and Individual Awards Program

OTA offers three awards programs, RUBY Awards, the Paul Sherlock Award and Emerging Leader Award. The RUBY Awards program honors those who have found the most innovative ways to market their destination or services. Paul Sherlock and Emerging Leader awards recognize tourism heroes and budding professionals each year!



## Legislative Alerts

Stay informed on pending changes in policies, rules and regulations with these emails sent as needed. Receive instructions and tools to take action to help protect the industry's interests, such as defeating a statewide admissions tax and increasing TourismOhio funding.



## Advocacy Voice and Partner

As your watchdog, OTA monitors and addresses policies at the local, state and federal levels that impacts your ability to do business. Call on OTA to help when local, state or federal issues emerge involving your business. OTA works with you to rally resources, provide strategy ideas, and stand beside you for change.



## Survey Participation and Results

From all things digital to how to guide your business' growth, participate in exclusive industry surveys. OTA shares the comprehensive results, so you see how your business stacks up against others in the Ohio travel industry.



## OTA Member Logo

Demonstrate your pursuit for excellence and support of Ohio's travel industry through the use of an OTA member logo.



## Power of Ohio Travel Speaker

Share the economic value of your business and industry within your community. Call on OTA to present in your local community, to your partners, or to your leadership. Please provide travel expenses.



## Sponsorship Opportunities

As a supplier to the travel industry, get your product or service in front of Ohio's travel industry through various sponsorship opportunities throughout the year.