

[Q+A's from April 8th Webinar with Matt MacLaren and Melinda Huntley](#)

Q: How should we be promoting our parks and outdoor activities?

A: Right now, the governor's message is to stay at home.

Q: What should the sentiment be when reaching out to consumers now?

A: Matt recommended this depends on your product and location, as the answer may be different pending on your brand. For TourismOhio it's somewhat too early to be talking about travel or planning for travel. TourismOhio is focused on supporting local businesses right now, including online sales.

Melinda recommended that a marketing best practice at any time is to be thinking about solving a customer problem to gain their attention and show relevancy. She said that right now, that problem is easier to identify because we are all in the same boat. Can you message to inspire a feeling of hope, peace, etc.?

Q: How long will it take to have submitted items appear on ohio.org?

A: It's taking about 24-72 hours for materials to appear on ohio.org. It may take longer if there is a rush on submissions. If you've submitted information and it hasn't appeared within 72 hours, please contact Juliana.Khusid@development.ohio.gov.

Q: What are plans for the TourismOhio co-op ad programs?

A: The program is currently paused until June. TourismOhio will work with you if you are part of this program already and need to discuss changing your approach, please reach out to lauren.seckel@development.ohio.gov

Q: Can Ohio DMOs use the Ohio Road Trips logo and the #inthistogetherOhio logo in their marketing? If so, what are the parameters?

A: Yes! Please use those logos in your marketing. You can find them here: https://ohiotravel.org/aws/OHTRV/pt/show_detail/290017?layout_name=layout_details&model_name=news_article

Q: Is there a list somewhere of all movies filmed in Ohio or Oscar winners from Ohio? Would love to develop some content around this topic for our company's social to help support Ohio.

A: Check with the film commissions in Ohio, and/or contact Pat Williamsen at Ohio Humanities at pwilliamsen@ohiohumanities.org for a list of pre-2000 films shot in Ohio.

Q: Please share the web address again to submit info for publication to the Support Local Ohio on Ohio.org.

A: <https://ohio.org/supportlocalohio>. To complete a free listing on ohio.org, use <https://ohio.org/industry/database/>

Q: Have you seen any research that indicates that once people can travel again that they will trend towards day trips and not “risk” a stay in a hotel or other lodging property? People may feel safer in their own beds. Assuming this could be a trend, what can our lodging properties do to get those guests in their doors?

A: Matt said he has not seen any updated research that addresses this. He said there is a need for all businesses to start thinking about how they are going to communicate what they are doing to keep their guests safe, as part of our job will be to instill consumer confidence and safety. He expects there will be some requirements for businesses before they are able to open, such as ensuring proper physical distancing.

Q: Are private campgrounds and hotels open?

A: The Governor has put parameters on what are essential businesses. You need to read the most recent [order](#). Most hotels are open. Campgrounds have been closed, except for those staying who have no other place of residence. If you choose to reopen you must be able to identify why you are essential based on the order, and you should document your rationale if needed.

Q: Do you feel that it's OK to promote a family drive on our scenic byways?

A: You need to think about your location and whether or not basic amenities will be available for guests. Again, the Governor’s message until May is to stay at home.

Q: Are there any policies or requirements in the works that will change the way hotels will clean hotel rooms?

A: The hospitality sector is looking at what can be done.

Q: Where is the best place for arts and cultural organizations to share virtual content?

A: Any business with virtual content they'd like to be considered for ohio.org's digital experience archive should be submitted to Dayna.Brownfield@Development.Ohio.gov

Melinda also mentioned that the National Endowment for the Humanities is setting up additional grant funding for state humanities offices to distribute. Right now, Ohio Humanities is looking for your feedback so a grants program can be created. Please take their survey [here](#).

Q: Do you anticipate an increase in road trip travel when this over?

A: Matt predicts more people choosing roadtrip travel, and the research is starting to show this. A recent [Longwoods International study](#) said 22% of people planning a trip in the next six months are shifting from air travel to a drive destination. It also says that as time goes by, more indicate they are canceling (53%). Of those planning a trip, 13% are choosing domestic travel over international. He also said Ohio is well-positioned to market its roadtrips already developed when appropriate.