



Printed Travel Guides

remain one of most effective travel tools for promoting longer, higher quality & diverse travel experiences.

> **Printed guides provide a proven ROI.** There is a reason that **49 out of 50 states print travel guides.** The reason local advertisers invest in statewide travel guides is because they have seen proof that they work. People walk in with them and refer to them when visiting. During times of crisis, there are many examples of states that stopped publishing only to regret the lost business and return to publishing a printed guide.

95% of the 400,000 readers of the Ohio Travel Guide are intentional buyers who plan to travel to Ohio

of the 400,000 Ohio Travel Guide users plan to take action on advertisements seen in the guide

88% of travel guide readers who are undecided before receiving a printed guide ultimately decide to travel to the destination after reading the guide, per Destination Analysts

More than **1,200 destinations** list their attractions in the Ohio Travel Guide — it's a free way for small businesses to promote their attraction to visitors. Plus, over **140 destinations** advertise in the printed Ohio Travel Guide because of the leads it delivers. Most of them even buy multiple insertions. That is more participation than any other TourismOhio activity.



A diversified media approach is still the most powerful advertising strategy according to a Millard Brown Digital study comparing the effectiveness of media mix on brand awareness:

MOST EFFECTIVE:
PRINT, TV, DIGITAL
2nd: Print & TV
3rd: Print & Online
4th: Online & TV

> **Printed guides allow smaller destinations and locally owned businesses to be seen.**

Digital advertising is an amazing targeting tool, but one of the best ways to help travelers find the unexpected and more authentically local sites on their trip is done in a format that allows for a **more in-depth experience.** An unexpected shop or restaurant, a secondary museum or attraction, it's discovering these that makes their trip extra special. This is a vital role for state travel organizations — to support those locations and entities who benefit the most from the path created by a larger marketing arm.

88%

of Ohio Travel Guide users rated off-the-beaten path destinations as information they hoped to find

85%

of travelers became aware of a destination from a printed guide, per the Bentley University Study

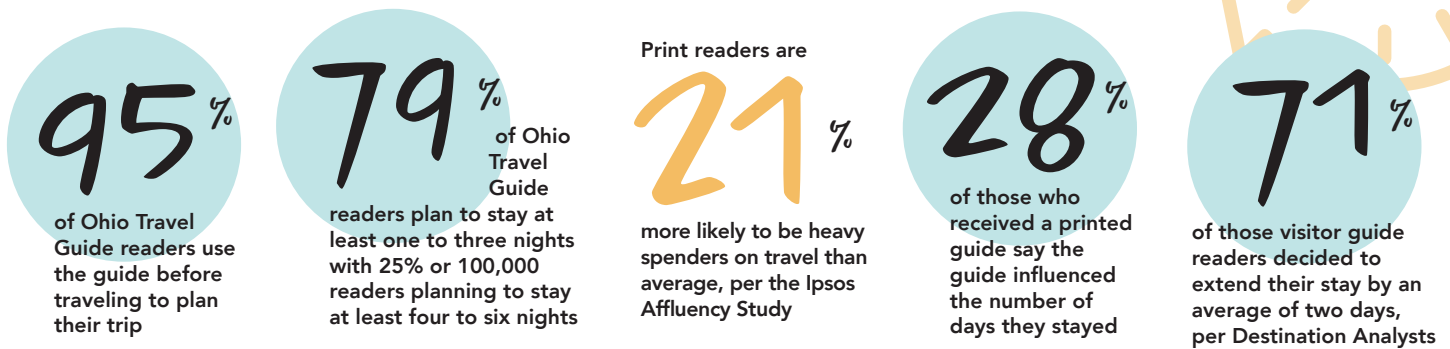
Print readers are **22%**

more likely to experience new things read from an article than digital readers



> Printed guides promote lucrative longer stay trips.

The more people know about a destination, the more likely they are to stay longer and have a better experience.



> Printed guides are the backbone of most storytelling strategies.

The content created for a printed guide is often the content repurposed for digital sources. Any digital marketer will tell you that the key to attracting visitors to your digital channel is high-quality, diverse and substantial content. The annual nature of printed guides requires destinations to keep their content fresh while at the same time creating depth of content that can live on digitally for many years. Most of the time the cost of this content is considered free — if there was not a printed guide, the cost to create that content would be substantial.

> Printed guides promote diversity.

The browsing experience of printed guides allow destinations and businesses to promote cultural diversity that is harder to communicate with a targeted digital transaction. Whether it is subtle branding or presenting add-on experiences, print provides an opportunity to showcase the community better than any other medium.

Black/African American adults read 27% more printed magazine issues per month compared to white adults, per MRI-Simmons

68% of Ohio Travel Guide users said they were looking for new experiences, which means they are more likely to travel

Print readers are 20% more likely to try to surround themselves with diverse/cultural ideas when compared to TV, radio and internet users

> Printed guides are used by travelers with more money and time to spend in Ohio.

While attracting young travelers is a good investment in the future, the older traveler is often a more profitable audience as they will statistically have more of the two resources needed to take longer trips: time and money. They also appreciate the rich historical offerings in Ohio. As younger audiences age, they prefer print even more.

Print readers are twice as likely as TV watchers to make \$250,000 per year, per MRI Simmons

The median age of Ohio Travel Guide readers is 55

Print readers age 55+ are 17% more likely to have traveled domestically in the last year than the general public, per MRI Simmons

Print readers are 15% more likely to pay for higher priced items than TV, radio or internet users, per MRI Simmons

While those who say they prefer printed guides trend older and wealthier, millennials and younger people were more likely to say reading a printed guide led to a decision to visit, per 2021 Destinations Analysts

> Printed guides promote repeat trips.

The better the experience, the more people are likely to return, and all businesses know that repeat business is the key to sustained growth.



90%

of Ohio Travel Guide readers have traveled to Ohio in the last three years and are looking for new places to visit

94%

of Ohio Travel Guide users find the listings of Ohio businesses extremely useful when planning a visit

80%

of Ohio Travel Guide users find the printed maps extremely useful — even in the world of Google Maps, printed maps allow users to get clear context of a region and how close or far attractions are to them

> Printed guides act as both an advertising piece and a fulfillment piece.

Most printed guides are distributed to people who have already responded to a marketing message. They are interested in Ohio or are already engaged in a trip.

There are no hotter prospects than the people who have requested a guide or have picked one up on their trip.

> Printed guides are easily subsidized by local advertisers and cost less than other forms of promotion.

Because of the effectiveness of placing travel guide ads, businesses are willing to advertise. They know it works and drives business to their doors. The fulfillment nature of the publication makes it the perfect place for local destinations to promote themselves.



Readers prefer advertisements in print 56% more than TV or web, per MRI Simmons

Printed publications have pass-a-long/share rate of 6X. This would mean the total audience of the Ohio Travel Guide is 2.4 million each year.

> Printed guides promote resident attraction.

The time spent with a printed publication is measured in hours while digital time is measured in seconds. This allows destinations to go deeper and showcase community and commercial assets that would never get mentioned in shorter digital messages.

90%

of the Ohio Travel Guide readers are repeat travelers to Ohio and prime targets to become full-time residents

6%

of those who order travel guides ordered with the intent of relocation, per Destination Analysts

54%

of readers pay more attention to print ads than TV or digital ads, per MRI Simmons

97%

of Ohio Travel Guide readers are satisfied with the publication, with 64% extremely satisfied

0%

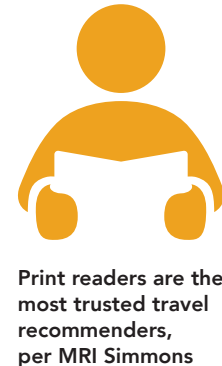
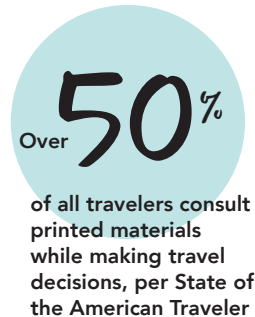
of tax dollars are used in the creation of the Ohio Travel Guide.

> A neuroscience study by PHD Scott McDonald at Nomos Research found paper readers remember more than digital readers. Print is more effective and:

- ✓ Better stimulates emotions and desires
- ✓ Has higher comprehension and recall
- ✓ Is preferred by a majority of age segments including millennials
- ✓ Has more focused attention and less distraction
- ✓ Drives sensory involvement which contributes to reader impact

> **Abandoning the print medium would alienate a large segment of potential travelers at a time of recovery when every market counts.**

While there very well could be a time when digital media makes printed media obsolete, it is very premature to project when and if that day will come. Many made the same prediction for radio when TV aired its first national broadcast more than 70 years ago and radio continues to be embraced by audiences today. It is also hard to project the way young audiences act as they age. Print is growing in preference with millennials as they get older and their media behaviors change.



Over 50% of Ohio Travel Guide readers plan to stay at least one to three nights, with 25% or 100,000 readers planning to stay at least four to six nights. At least 38 other states are trying to convince Ohioans to spend their money elsewhere through distribution of their own state travel guides in Ohio. That doesn't include more than 100 of out-of-state communities, such as Myrtle Beach, who are doing the same.



> **The Ohio Travel Guide is one the most awarded in the country.**

The Ohio Travel Guide has consistently been recognized by the Central Ohio Chapter of the Public Relations Society of America, winning Best Publication six of the last eight years. The guide won Best of Show in 2012 — beating out all entries in the competitive awards program. The competition includes consumer marketing companies with extremely large budgets such as Nationwide Insurance and Scotts. It has also been one of three finalists for **best printed marketing in the U.S. Travel Association's Mercury Award competition** in the last four years.