



Development
Services Agency

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TourismOhio

News Release



Blog

FOR IMMEDIATE RELEASE

April 14, 2014

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TourismOhio Extends 2014 Media Campaign

Too Much Fun for Just One Day Campaign Kicks Off Earlier than Ever

TourismOhio is launching the successful ad campaign [*Too Much Fun for Just One Day*](#) earlier than ever before for the spring/summer Ohio travel season. The 2014 media campaign launches April 14, nearly a month earlier than usual. The campaign is also being extended by a month through July.

“People are planning spring and summer trips right now so this is the time when we need to be delivering our message,” said Mary L. Cusick, Chief of TourismOhio. “There is no shortage of experiences and affordable getaways to be had in Ohio and we want to build on the momentum this campaign started.”

TourismOhio has a new pilot funding model that is based on revenue generated from Ohio tourism industries. With twice the amount of funding as previous years, additional investments are being made to help tell the Ohio story.

In 2013, the *Too Much Fun for Just One Day* campaign resulted in a 15 to 1 Return on Investment (ROI) for Ohio and has shown continual growth since the inception of the campaign six years ago. That’s a return of \$15 in state and local taxes for every \$1 invested in tourism marketing. According to tourism research, when people stay overnight in Ohio they spend about three times more than day trippers.

Look for the TourismOhio spot in popular shows like *the Big Bang Theory*, *Modern Family*, *American Idol*, *the Billboard Music Awards*, *Revenge*, *Good Morning America*, and during local news. The television ads will run in the following markets:

- Charleston/Huntington
- Erie
- Indianapolis
- Lansing
- Louisville
- Pittsburgh
- Cincinnati
- Cleveland
- Columbus
- Dayton
- Toledo
- Youngstown
- Detroit

Radio spots hit the air May 12 and will run in the follow markets:

- Charleston
- Detroit
- Erie
- Huntington
- Indianapolis
- Lansing
- Louisville
- Pittsburgh
- Cincinnati
- Cleveland
- Columbus
- Dayton
- Toledo
- Youngstown

Print ads will also run in *Reader's Digest*, *Family Fun*, *Country Living*, *Midwest Living*, *AAA's Home and Away*, *Crossings*, and inserts in local papers on May 11, 2014. Digital ads begin in May in Ohio, Michigan, Indiana, Pennsylvania, Kentucky, West Virginia, Chicago, and Southern Canada.

As always, look for the [DiscoverOhio mobile tour van](#) driving down the highway on its way to events around Ohio and surrounding states.

*The **Office of TourismOhio** is the premier source of information for travelers and media about Ohio's vibrant tourism experiences, attractions and economy. Tourism marketing programs helped generate more than 188 million visits to Ohio in 2012. A part of the Ohio Development Services Agency, TourismOhio markets Ohio's distinctive travel opportunities and promotes the state's outstanding quality of life. www.discoverohio.com*

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