



Increase GRF Funding for TourismOhio to \$40 Million Per FY

01

An expanded mission to promote Ohio as a place to live, work, earn and visit will be impossible to effectively execute without additional funds.

- 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.
- Experience shows this is an investment for the good of Ohio. For every marketing dollar spent by TourismOhio in 2022, there was an \$73 return in visitor spending and \$5 in taxes for the state.
- 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.
- 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.

02

The budget must be increased to introduce and support a pending brand change without reducing TourismOhio's work to increase travel demand.

- In addition to an expanded mission, TourismOhio must now also devote resources to launching a new brand. This reduces the amount of funds available for introducing others to Ohio, as well as inspiring travel to and through the state.
- In 2022, a regional marketing campaign encouraged travel to Ohio and used a multi-channel approach with broadcast television, digital, social, and radio advertising that ran across Ohio and in Indiana, Kentucky, West Virginia, Pennsylvania, and Michigan. The result was 233 million visits to Ohio.
- Six in 10 potential travelers in Ohio's travel markets report seeing the TourismOhio ad.
- For an industry that has not fully recovered from the pandemic and lengthy mandated business restrictions, this momentum must continue.

03

TourismOhio's GRF budget hasn't been adjusted for at least 15 years.

- With \$10 million flat funding for at least 15 years, TourismOhio's budget has not kept up with the rate of inflation making its dollars far less effective.
- While Ohio's investment in tourism has remained flat (or decreased due to inflation), other states are pumping additional dollars to attract customers. West Virginia just announced a \$67 million annual tourism budget, bringing the average state tourism budgets in Ohio's competitive set to more than \$30 million.

SOURCES: Ohio Department of Development. (2023). *TourismOhio ROI Economic Impact Report*; Tourism Economics - Oxford Economics. (2022). *The Ohio Visitor Economy*; Ohio Department of Development. (2022 and 2023). *TourismOhio: Year in Review*; U.S. Travel Association. (2017). *The Power of Destination Promotion*; Longwoods International (2019). Halo Effect presentation at Ohio Conference on Travel

OHIO TOURISM WORKS



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AND SUPPORTS
BUSINESSES**



**CREATES CAREER JOBS +
EMPLOYABLE OHIOANS**



**SUPPORTS OHIO AND
LOCAL COMMUNITIES**



**DESTINATION PROMOTION
DRIVES RESULTS**