

## Not all agree with using tourism funds to attract residents

Ohio wants you to visit, but it would rather you stay awhile.

The state's tourism arm is using a portion of its \$10 million-a-year budget to attract Midwesterners to spend more time in the Buckeye State than a weekend trip to Hocking Hills or Cedar Point.

That's because Ohio needs more workers to attract businesses like Intel and Honda to manufacture microchips and electric vehicle batteries here. The state's population grew by a mere 2.3% between 2010 and 2020, outpaced by a 7.4% increase nationwide and a 3.1% increase in the Midwest over that decade, according to U.S. Census Bureau data.

But some in Ohio's tourism industry worry that the state is spreading itself too thin, spending money that was intended for attracting visitors. And Ohio Senate changes would cut that budget to \$7.5 million a year.

"There are all kinds of reasons why we want to attract people to live

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**ARLINGTON**  
Virginia

Stayarlington.com

## The message of abundance is abundant

*It's abundantly clear what the popular messaging theme is lately. Here are a few examples.*

**Arlington County, Virginia's**, new tourism slogan is "All In Arlington."

The Arlington Convention and Visitors Service announced the new slogan as part of a marketing campaign to evolve the perception of Arlington County as a tourism destination.

Arlington received a \$3.25 million grant from the Virginia Tourism Corporation through its Tourism

Recovery Program, which was funded with American Recovery Plan Act funds appropriated by the Virginia General Assembly.

Last year, it began working with marketing agency Fuseideas LLC on brand research and development that included focus groups, which county tourism officials said revealed a significant shift in the perception of Arlington as a destination.

"All In Arlington" refers to the variety

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## TikTok creates challenger to former Twitter and new Threads

The social media landscape continues to evolve, leaving DMOs with uncertainty about where to focus marketing efforts.

TikTok, the social platform known for its addictive video content, said on July 31 that it will offer text-only posts, becoming the latest tech giant to offer an alternative to embattled

Twitter (now called X thanks to owner Elon Musk).

The text posts on TikTok will most closely resemble similar offerings on Instagram, which this month also launched a challenge to Twitter called Threads.

But unlike Meta, Facebook's parent company, TikTok has chosen to

integrate its new text-only feature into its app rather than launch a separate product, as Meta did with Threads.

Musk last week said Twitter has lost about half of its advertising revenue, leaving an opportunity for emerging challengers.

– *thenationalnews.com*



Photo: wtop.com

## The message of abundance is abundant

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of things to do in Arlington County, from history to dining to arts.

Arlington County's previous tourism slogan was "National History, Local Flavor."

The Northern Virginia region, which makes up 42% of travel activity in the state, was the most negatively impacted by the pandemic and experienced a drastic decline in visitation and tourism revenues. Arlington was one of the hardest areas hit, with a significant 57% decline in visitor spending and a 65% decline in accommodation spending in 2020.

**Ohio Tourism's** slogan tells travelers that it is at "The Heart of it All" – a tourism slogan that it resurrected from the 1980s.

Ohio is promoting its message in 28 markets with ads in Indiana, Kentucky, Michigan, Pennsylvania and West Virginia. Eight of those markets are within Ohio, convincing residents to visit an attraction on the

other side of the state.

**Illinois Tourism** puts a similar spin to Ohio's theme on its campaign message.

The "Middle of Everything" campaign highlights Illinois as the center of culture, food, history, architecture, nightlife and natural wonders—full of experiences for visitors to discover.

The campaign stars Illinois native, Emmy and Golden Globe award-winning actress, and New York Times best-selling author, Jane Lynch.

**Visit Dallas** retired an older campaign in 2021 and switched to an abundance message.

"Big Things Happen Here" launched a marketing campaign under a new slogan: "Find Your All."

The new campaign goes heavy on the city's cultural strengths, a big tent that includes food, theater, the arts, and music.

*Sources: wtop.com, stayarlington.com, cantonrep.com, enjoyIllinois.com, dmagazine.com*

## Attract residents

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in Ohio. We support that," said Andy Herf, executive director Ohio Association of Convention and Visitor Bureaus. "But in making that decision, a lot of people are going to become familiar with Ohio by traveling here first. We don't want to lose focus on that tourism messaging."

John Barker, president & CEO of the Ohio Restaurant Association, questions whether \$10 million, or less, a year can cover attracting both visitors and future residents. "I'm not sure that's going to be enough," he said.

Ohio is spending \$3.6 million on marketing for its new tourism slogan, "Ohio, the Heart of it All," alone in May and June. The campaign included television ads, billboards and wallsapes in both Ohio (a \$2.1 million spend) and surrounding states (\$1.5 million), according to the Ohio Department of Development.

But Ohio Department of Development Director Lydia Mihalik says the same message that will bring someone to Ohio for a long weekend will also entice them to stay much longer.

In pursuit of new residents, Ohio is picking a bit of a fight with its neighbor to the north. Ohio is paying for billboards in Detroit touting the state's charm.

"We've garnered a ton of earned media just by putting a couple of wallsapes in downtown Detroit," Mihalik said.

– Cincinnati Enquirer via cantonrep.com