

GENERATING ADDITIONAL BUSINESS FROM THE OHIO TRAVELER

Tips for working with Ohio's tourism industry



WHAT WE'LL LEARN

1. Understand potential of tourism and what visitors are seeking
2. Understand what's driving demand for your business
3. New perspective of who visits craft breweries and why
4. Tips for connecting to CVBs and tourism businesses
5. Generate ideas for attracting more patrons



EXCURSION
JOURNEY WEEKEND ROAD EXPLORE
ADVENTURE ATTRACTIONS
WALK RESORT CRUISE
TRANSPORT GUIDE HOLIDAY VISITING AIRPLANE TRIP WALK VACATION EXPEDITION
AGENCY TOUR QUEST
VOYAGE
HOTEL
FLYING QUEST
TOURISM
TRAVEL ROAD



DEFINING TOURISM

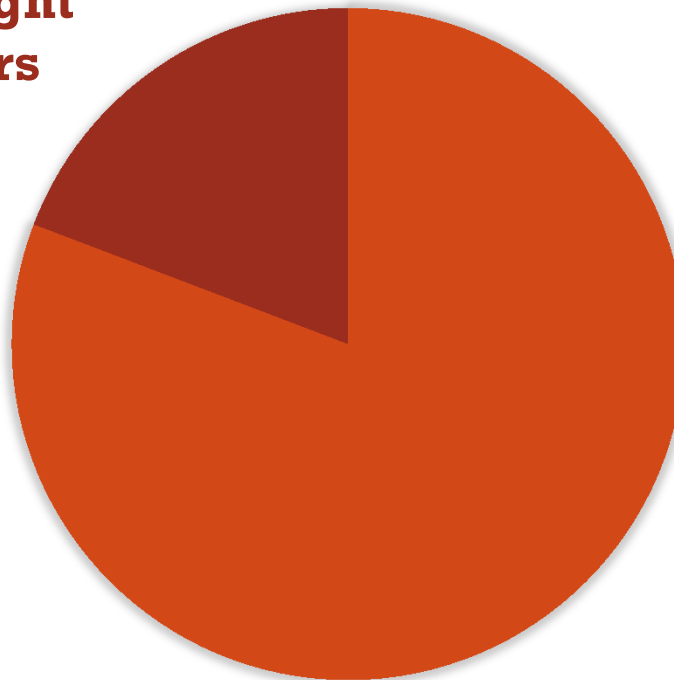
- Traveling 50 miles or more one-way for leisure or business



193.2 MILLION VISITORS TO OHIO

OHIO VISITORS, 2013

**Overnight
Visitors
19%**

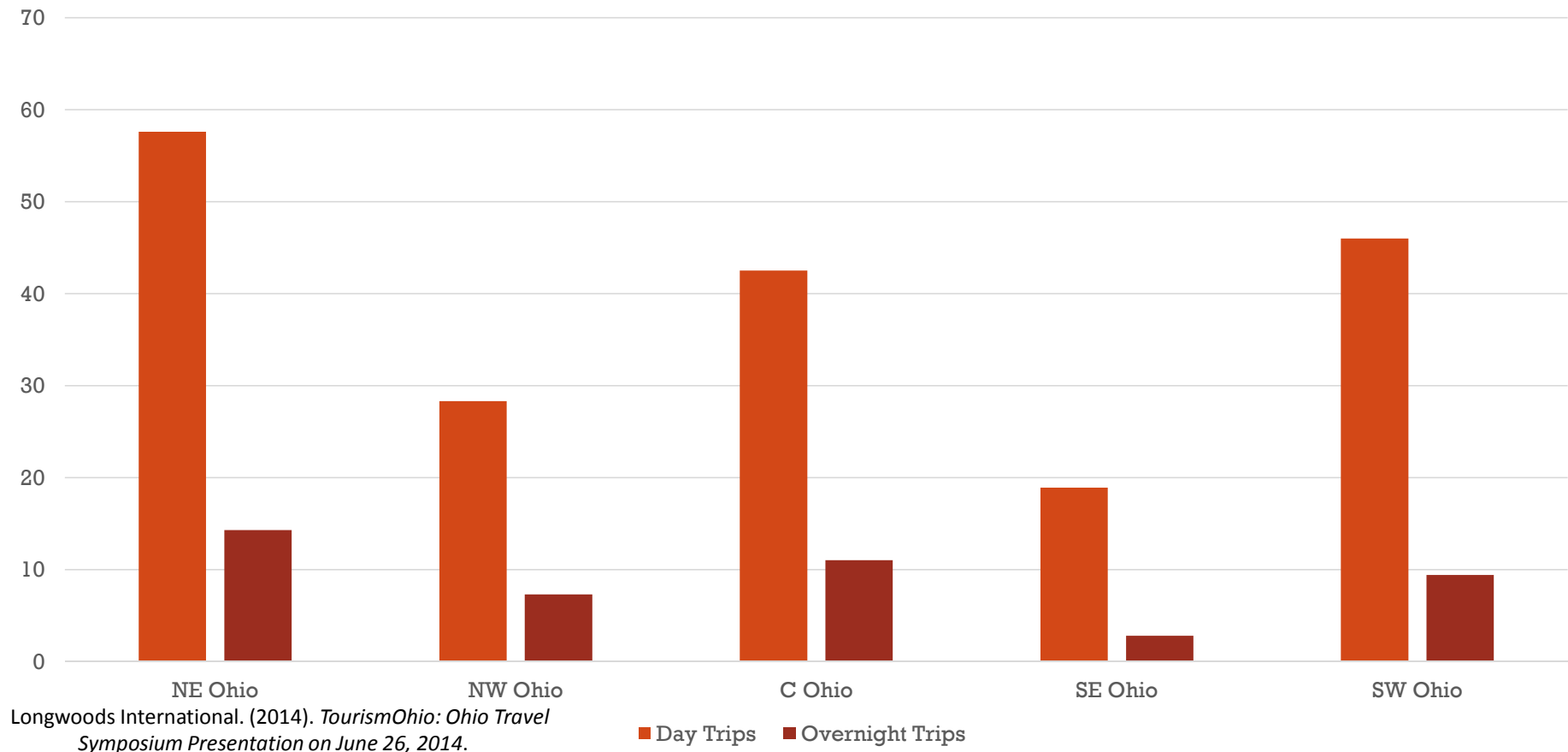


**Day Visitors
81%**

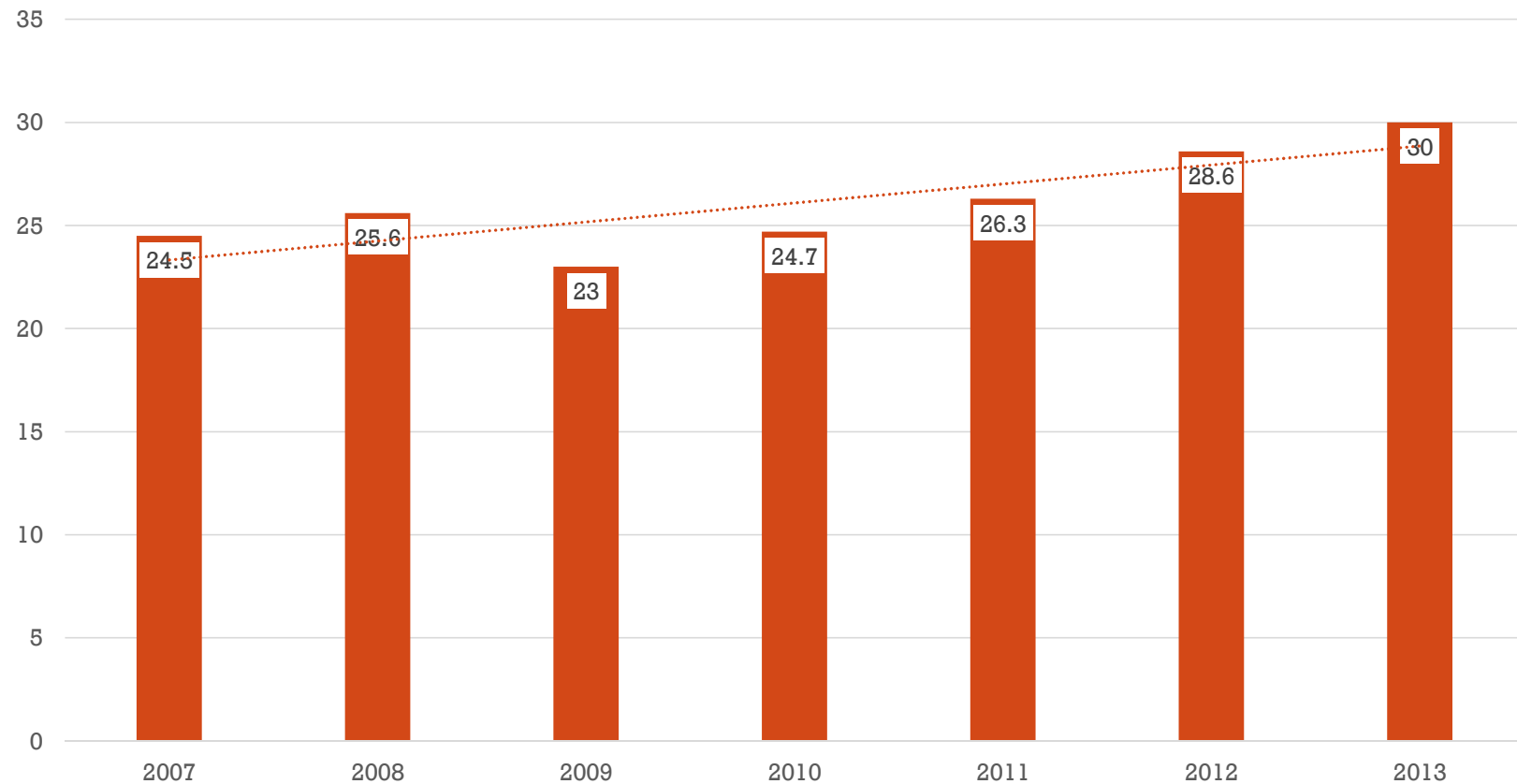
Longwoods International. (2014). *TourismOhio: Ohio Travel Symposium Presentation on June 26, 2014.*



TOUCH EVERY PART OF OHIO



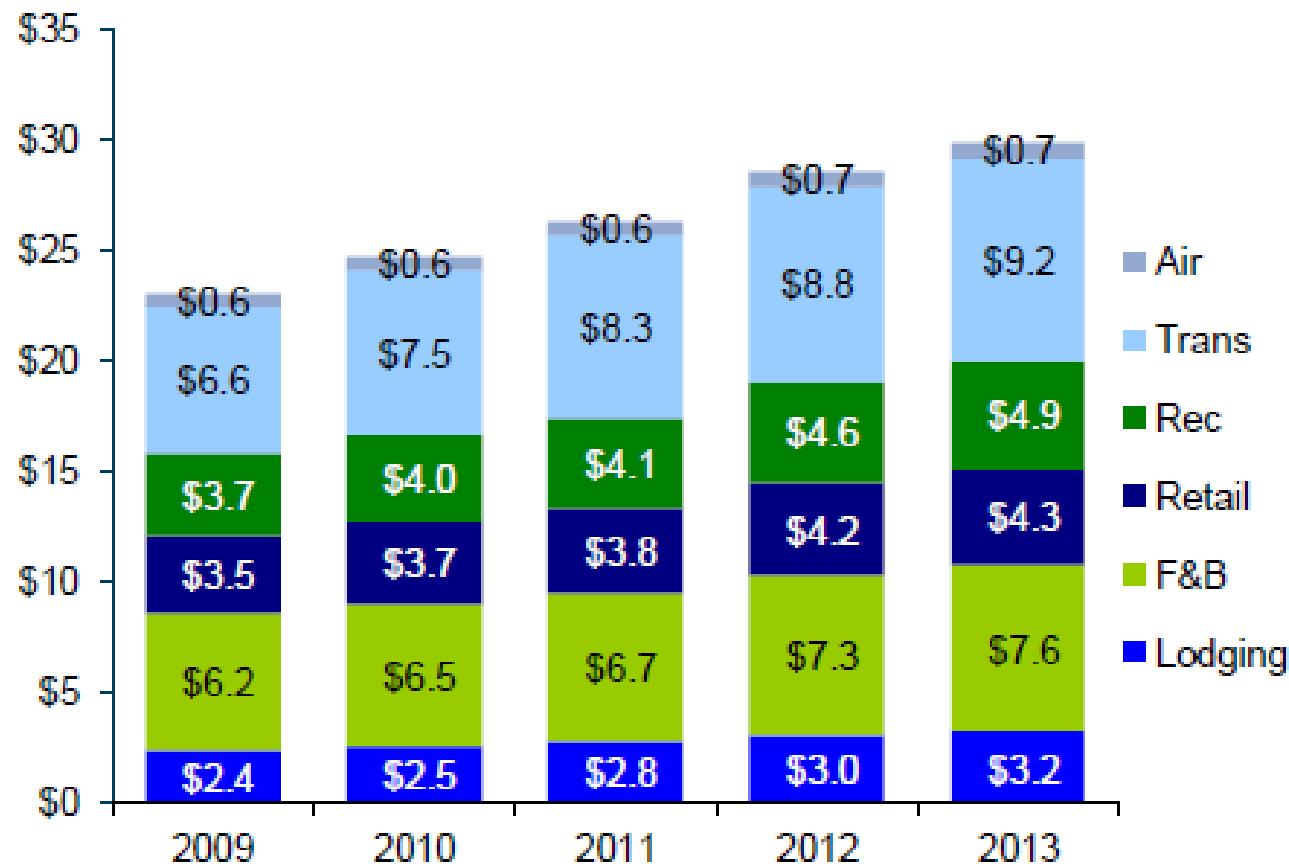
SPENT \$30 BILLION WHILE IN OHIO



Tourism Economics. (2014). *The Economic Impact of Tourism in Ohio*. Development Services Agency, Office of TourismOhio.



SPENT \$7.6 BILLION ON FOOD & BEVERAGE



Tourism Economics. (2014). *The Economic Impact of Tourism in Ohio*. Development Services Agency, Office of TourismOhio.

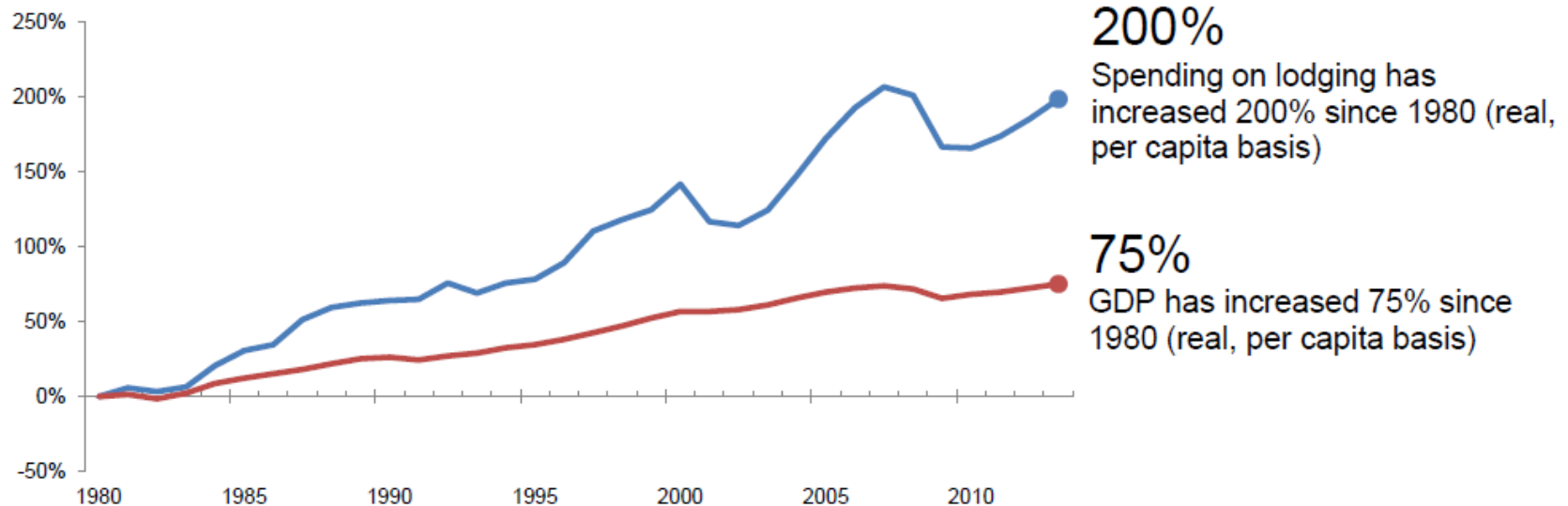


POWERFUL PART OF AMERICAN ECONOMY

Spending on lodging

Real, per capita GDP and spending on lodging

Percentage change since 1980



Source: Bureau of Economic Analysis; Tourism Economics



TOURISM PROMOTION IN OHIO



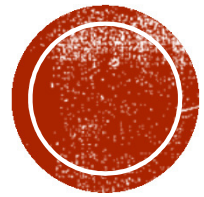
New funding model introduced in 2012

Based on how well our industry performs looking at sales tax receipts

Capped by the General Assembly at \$10 million

Budgets in our competitive states average more than \$10 million






WHAT'S DRIVING VISITORS?



TAKE A LOOK AT YOUR OWN LIFE

- Information overload
 - Lack of time
 - Homogenous living
- 
- Search for emotional connection
 - “How can I get more out of my life . . . and my time?”
 - “Give me something unique”

Adapted from Kyaer, A.L. (2014), Macro Trends 2015+: Look at Society and Tomorrow's People in Order to Develop Tomorrow's Products



WHAT TRAVELERS ARE SEEKING



Exceptional Experiences



Personal

Authentic



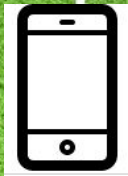
Unique



Shareable



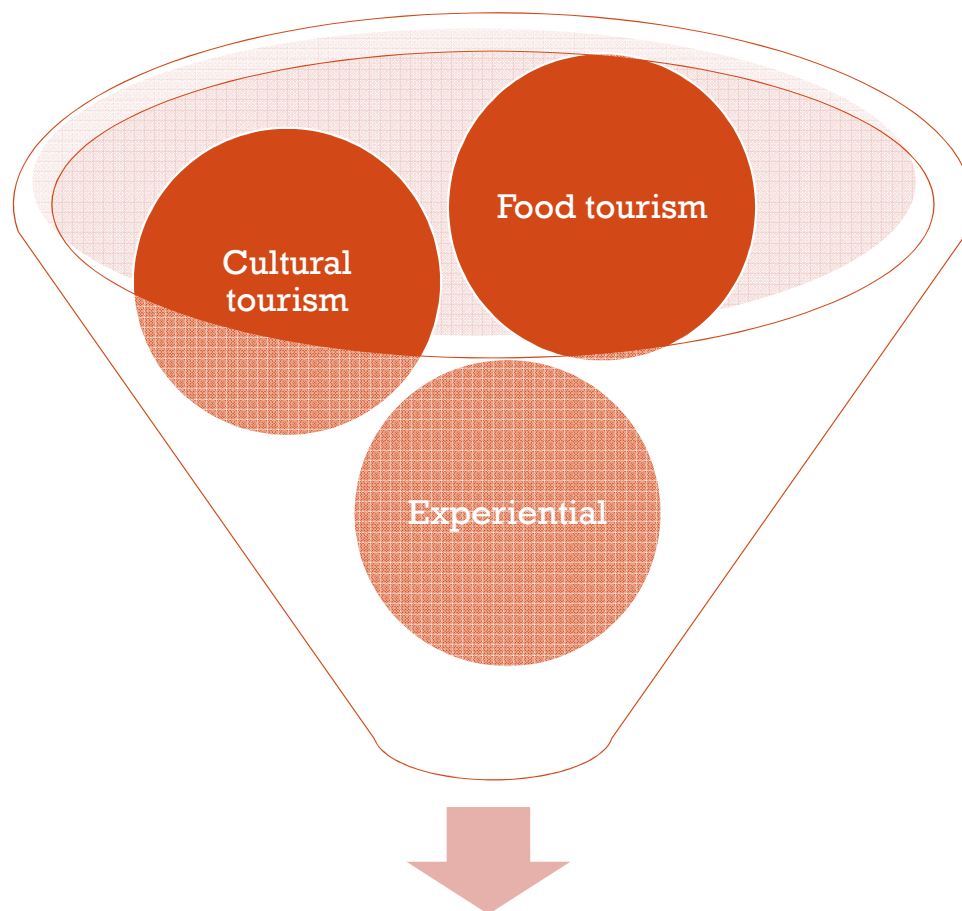
Even Playing Field





BE TRUE TO YOURSELF





Growth in Craft Brewery Tourism



FOOD TOURISM

Same thing as Culinary Tourism?

SLOW FOODS MOVEMENT

Knowledgeable consumers who know what they're eating

Foods unique to local community and/or heritage

Fair price to producer

FOODIE MOVEMENT

Want to experience new foods and drinks

“Collectors” of food experiences

Food is the draw itself

CULTURAL TOURISM

Most travelers want a **variety** of experiences

Those who seek nature and the outdoors are included in this definition of Cultural and Heritage Traveler.

Look at the entire traveler experience, not just what happens at the brewery

Communicate the availability of a full-range of experiences.

Heritage sites, wineries, restaurants, parks, attractions, etc.



CULTURAL TOURISM

	Cultural/Heritage Travelers	All Travelers
Prefer trips that are a combination of a wide variety of activities such as culture, shopping, nature, exercise and dining	87%	76%
Like to bring back local memorabilia from places I visit to share with friends and family	81%	73%
Believe tasting foods and wines of the region I'm visiting is an important part of the culture and/or heritage travel experience	80%	70%
Like to pursue a life of challenge, novelty and change	73%	64%
Seek travel experiences where destination, buildings and surroundings have retained their historic character	72%	63%

SOURCE: The Cultural and Heritage Traveler Report, 2013, Mandela Research



CULTURAL TOURISM

	Cultural and Heritage Travelers	All Travelers
Want my travel to always be educational so I make an effort to explore and learn about local arts, culture, and the environment	66%	56%
Willing to pay more for travel experiences that don't harm the environment	55%	47%
Spend more money on cultural and/or heritage activities while I'm on a trip	52%	43%
Often give back by donating money, volunteering, etc. to the cultural and heritage destinations I have visited	49%	
Would pay more for lodging that reflects the cultural and/or heritage destination I am visiting	49%	40%

SOURCE: The Cultural and Heritage Traveler Report, 2013, Mandela Research



EXPERIENTIAL TOURISM





Northern Ireland Tourist Board (2014), "A Practical Guide to Experiential Tourism in Northern Ireland: An Overview Report"



ENHANCING EXPERIENCE AT BUSINESS LEVEL



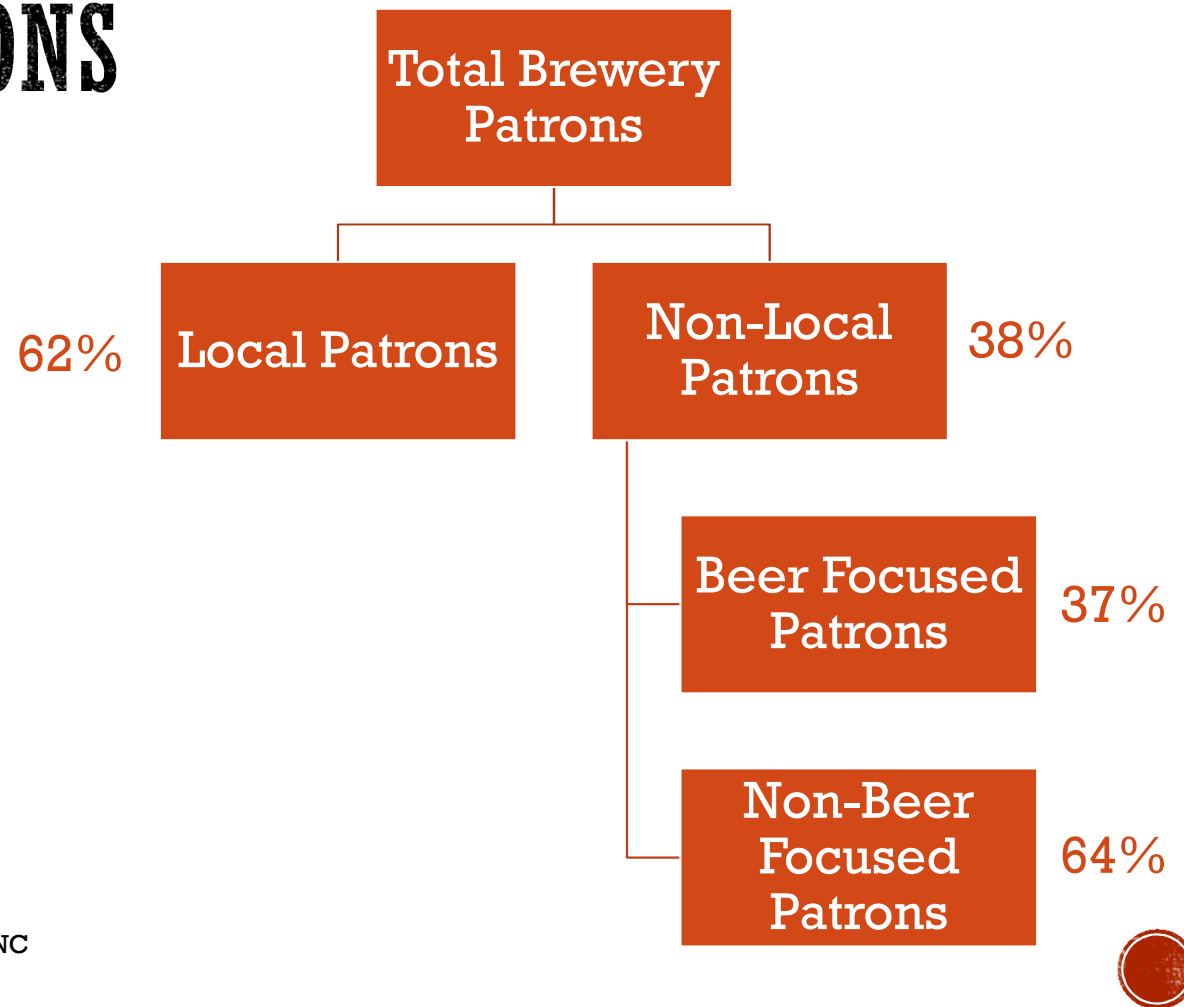


**WHAT DO WE
KNOW ABOUT
BREWERY
TOURISTS?**



UNIVERSE OF PATRONS

NC Study



SOURCE: Kraftchick, J. & Byrd, E., (2013) Motivation Factors for NC Brewery Visitors, University of North Carolina, Greensboro

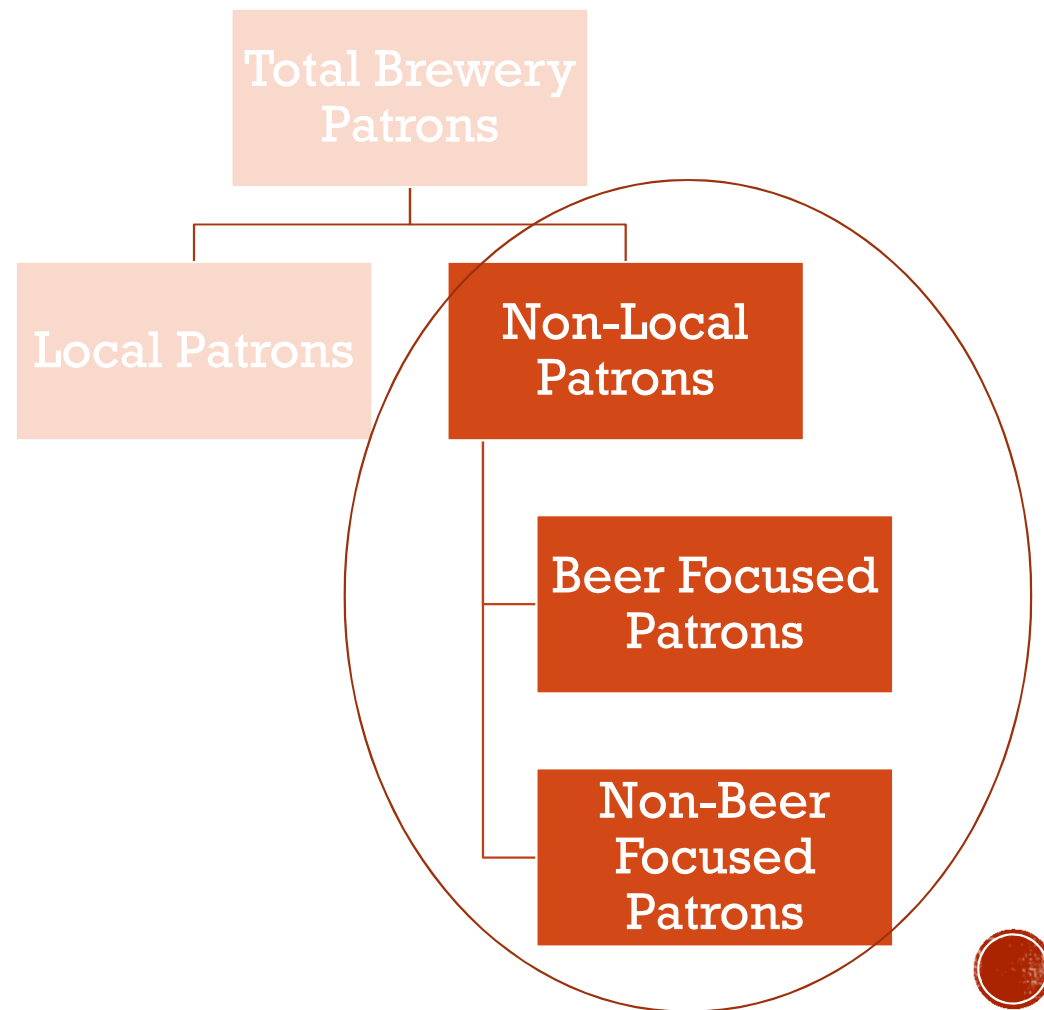
TRAVEL BEHAVIOR

Beer-focused not as likely to stay overnight

- All visitors 58.5%
- Beer-focused 30.4%
- Non-beer focused 75.4%

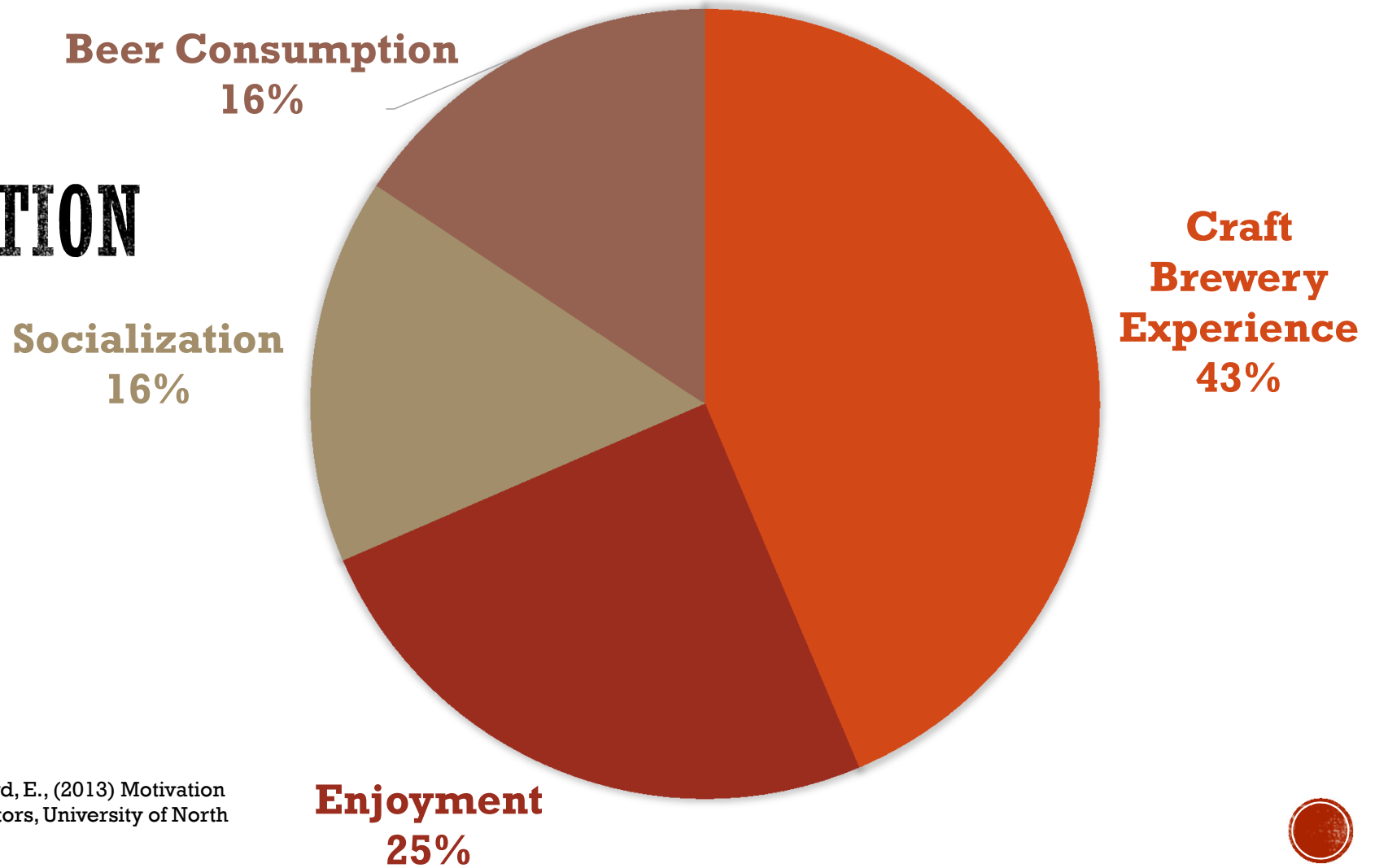
But when they do, they stay slightly longer

- All visitors 3.16 nights
- Beer-focused 3.29 nights
- Non-beer focused visitors 3.15 nights



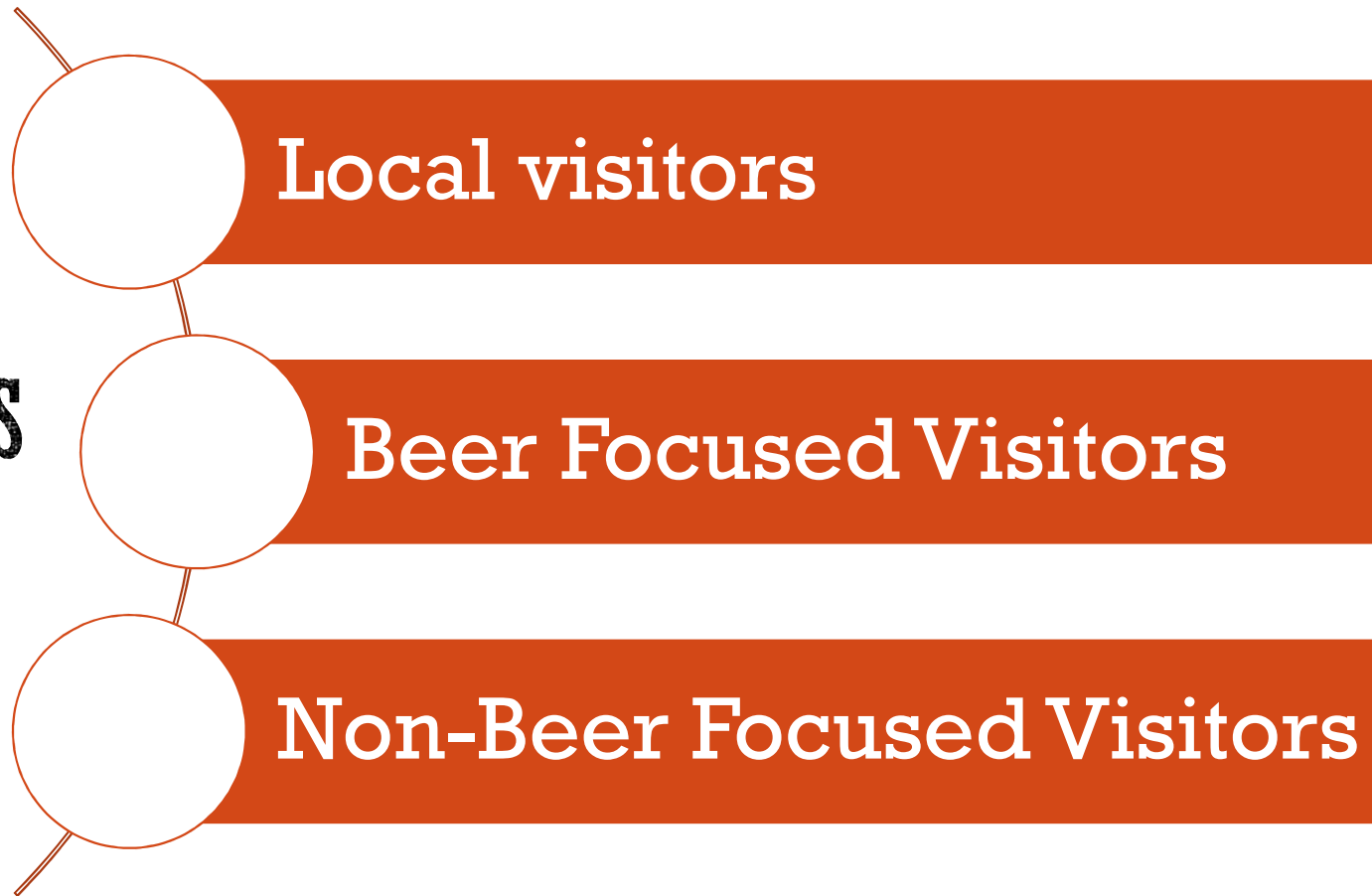
SOURCE: Kraftchick, J. & Byrd, E., (2013) Motivation Factors for NC Brewery Visitors, University of North Carolina, Greensboro

MOTIVATION



SOURCE: Kraftchick, J. & Byrd, E., (2013) Motivation Factors for NC Brewery Visitors, University of North Carolina, Greensboro

THREE MARKETS
THREE MESSAGES
THREE TACTICS



SOURCE: Kraftchick, J. & Byrd, E., (2013) Motivation Factors for NC
Brewery Visitors, University of North Carolina, Greensboro



**BREWERY
EXPERIENCE**

BEER TASTES

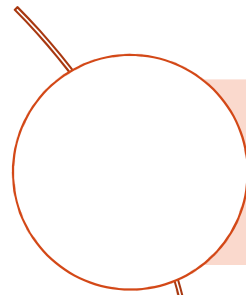


SOURCE: Kraftchick, J. & Byrd, E., (2013) Motivation Factors for NC
Brewery Visitors, University of North Carolina, Greensboro

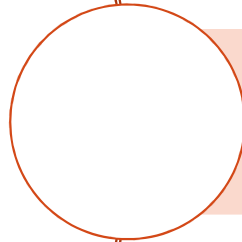


**EMPHASIS
ENJOYMENT AND
SOCIALIZATION**

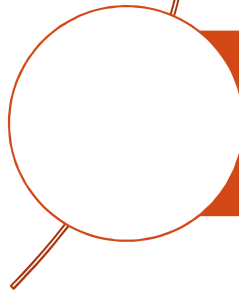
**UNIQUE
EXPERIENCES**



Local visitors



Beer Focused Visitors



Non-Beer Focused Visitors

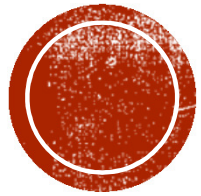
SOURCE: Kraftchick, J. & Byrd, E., (2013) Motivation Factors for NC
Brewery Visitors, University of North Carolina, Greensboro





MARKET SIZE AND AVIDITY LEVEL





CONNECTING TO THE TOURISM INDUSTRY



WHY SHOULD YOU PARTNER?

- to tell the tourism industry story
- to market our communities
- to leverage advocacy support for what's important to you
- to create new products and packages



Increase Sales



WHAT ROLE CAN CRAFT BREWERIES PLAY?



Supporting Attraction

Star

Hidden Gem

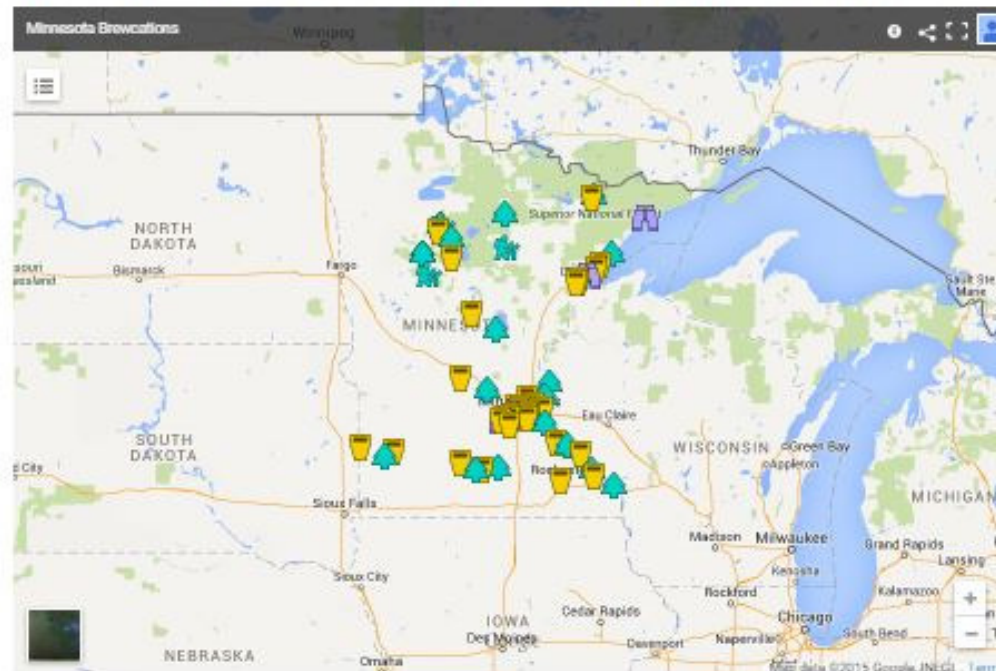




Explore Minnesota's Craft Beer!

It's always a great time for a brewcation in Minnesota. With more than 50 breweries and brewpubs to visit throughout the state, outdoor activities, beautiful landscapes, and scenic drives at every turn, you can savor the natural beauty of Minnesota through the day, and fresh, locally produced craft beer through the evening.

See below for brewery and brewpub locations, along with scenic drives and destinations, in each region of Minnesota.





The #1 Belgian travel & tourism guide. Celebrating & promoting...

BEER, FOOD & BELGIUM

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De Laet & Van Haver: Where beer meets meat

ANTWERP/HOVE - Last summer, thousands of visitors sampled Luc De Laet's wares at the Tomorrowland music festival. [\[more \]](#)

[Connect using Facebook](#)[Sign in using Twitter](#)

BEER



Kasteel Blond is a real thirst quencher. A refreshing, characteristic blond Belgian beer with a 'relatively' low alcohol content, especially in comparison with the average alcohol content of some of the other beers in the "Kasteel" range. Also b... [\[more \]](#)

BREWERY



In 1928, Arthur Van Roy's son Alfred, at the tender age of 15, started his own impressive career in the world of Belgian brewing. He attended brewery college in Brussels, where he discovered the 'Spéciale Aerts' amongst other beers. ... [\[more \]](#)

FOOD



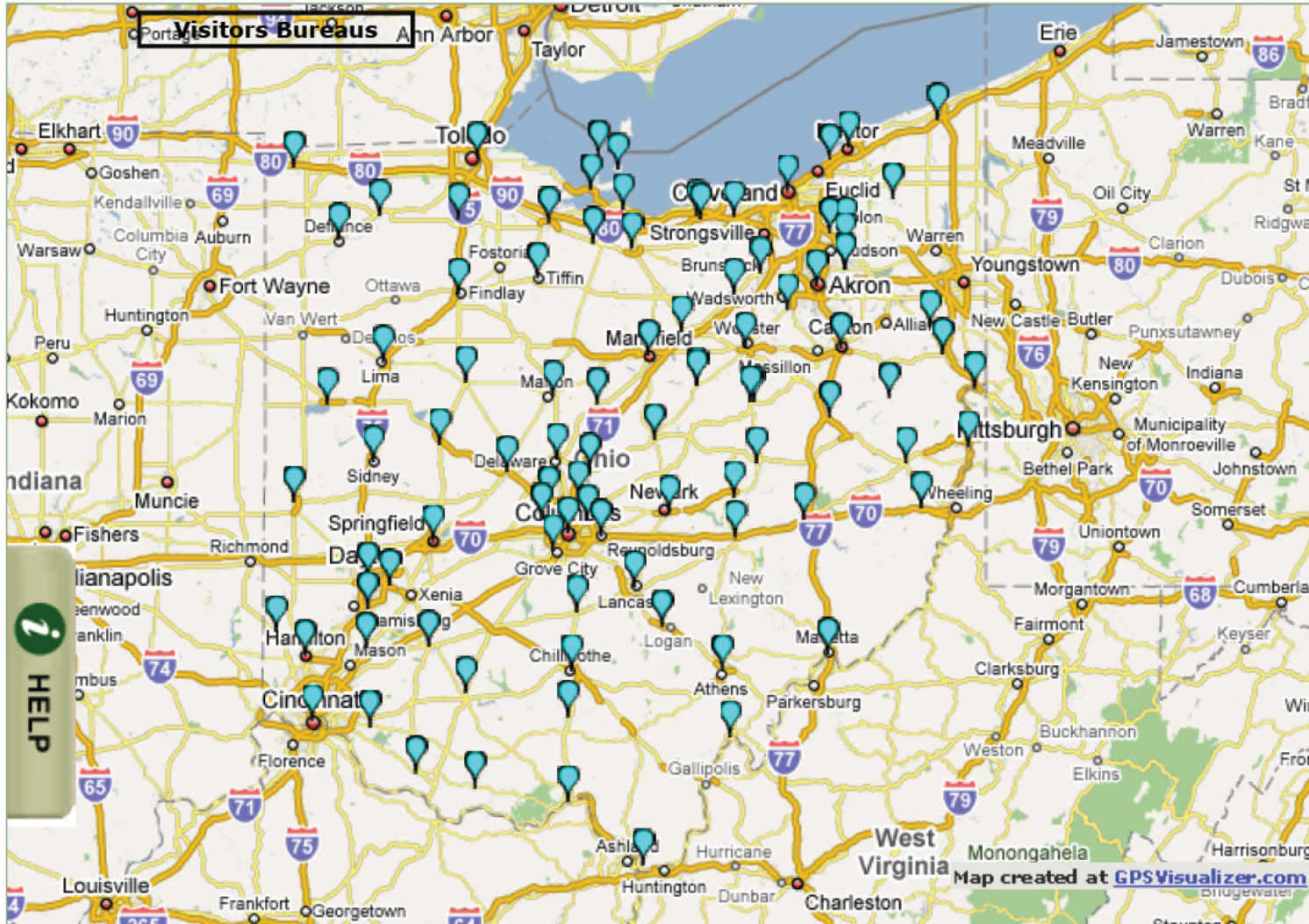
All of us Belgians were born with a thoroughly sweet tooth. We enjoy 'babelutten', 'bonbons', 'gommietjes', 'nougat', 'spekken', 'veters' or 'karamellen'. Complete the list with our endless range of regional specialties and y... [\[more \]](#)



CONNECT TO THE STATE TOURISM OFFICE

- Register for BuckeyeLine.com at discoverohio.com
- Join the Ohio Tourism Industry Facebook Group
- Get listed on discoverohio.com
- Consider becoming a promotional partner

Tourism**Ohio**



**CONNECT
TO YOUR
LOCAL
CVB**



WHAT ARE VISITORS BUREAUS?

- **Management of CVBs**
 - 501 (c) 6 organizations
 - Governing board, good opportunity for getting your thoughts on the table
- **Funding**
 - Hotel lodging tax
 - Some membership bureaus



WHAT ARE VISITORS BUREAUS?

What do they do?

- Destination marketing organization
- Fulfillment centers for information requests and manage welcome centers
- Marketing strategies vary



WHAT'S IMPORTANT TO THEM?

- Lodging tax receipts
- # of inquiries received, # of visitors
- Memberships, if applicable
- Partners in visitor guides, etc.
- Developing new itineraries and products
- Creating great visitor experiences
- ROI



IN OTHER WORDS . . .

- NO one size fits all when it comes to bureaus
- Each has different strategies based on market potential



CONNECT TO THE CVB

- Set up a meeting with the Executive Director
 - Find out what opportunities exist
 - Ask about their marketing strategies and how you can assist
- Check out their web sites
- Read their newsletters and annual reports
- Order their visitors guides
- Get on their mailing list
- Attend their meetings and become involved



CONNECT TO THE CVB

Make Sure They Know Who You Are

- Visit with front-line staff a couple times a year just to say hello
- Make sure they have what they need to answer visitors' questions
- Make sure they have your brochures or literature
- Host them for a visit



CONNECT TO THE CVB

Help Them Help You

- Provide high-resolution photographs
- Add them to your news release list
- Provide quality video
- Connect to them with social media
- If a membership bureau, join!
- Make sure you are listed on their web sites
- Purchase an ad in their visitors guide



CONNECT TO THE CVB

Help them with their Efforts

- Cooperate with and support economic impact studies
- Direct your guests to their website
- Become their advocate



PARTNERING WITH NEARBY ATTRACTIONS, HOTELS,

- Host a visit for their staff
- Get to know what they have to offer your guests
- Promote their events
- Make sure they have your brochures, website URL, etc.
- Collaborate on new packages to increase business for you both





HOW TO EXTEND TO OVERNIGHT?

Link to other attractions, businesses in your community or region

Link to other similar experiences and create a “richer” project

Enhance the experience



WHAT YOU HAVE TO OFFER

Not seasonal

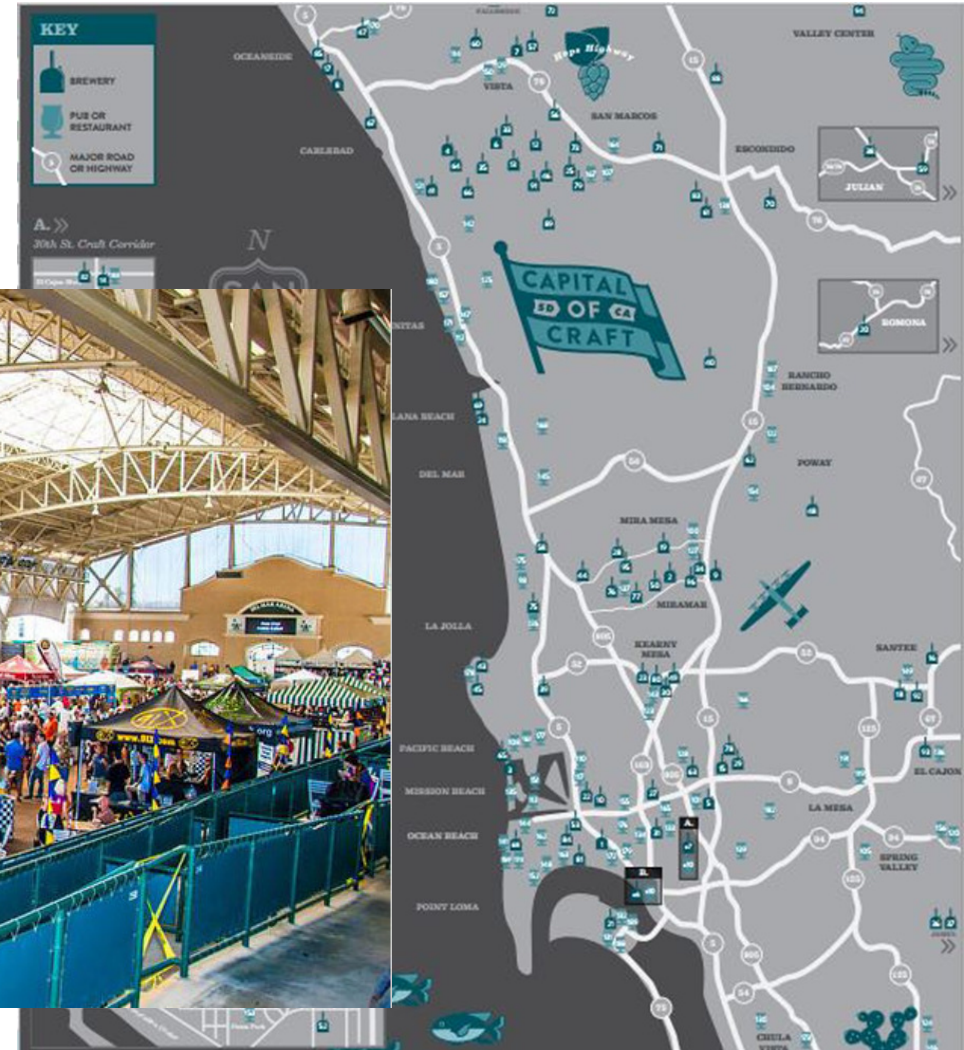
Facility tours

Event space

Special events

SOURCE: National University System Institute for Policy Research, (2013), The Economic Impact of Craft Breweries in San Diego





SOURCE: National University System Institute for Policy Research,
(2013), The Economic Impact of Craft Breweries in San Diego



WHAT YOU HAVE TO OFFER



Exceptional Experiences



Personal

Authentic



Unique



Shareable



SOURCES

- Francioni, J.L. (2012) Beer Tourism: A Visitor and Motivational Profile for North Carolina Craft Breweries, University of North Carolina at Greensboro
- Kraftchick, J. & Byrd, E., (2013), Motivation Factors for NC Brewery Visitors, University of North Carolina at Greensboro
- Kyaer, A.L. (2014), MacroTrends 2015+: Look at Society and Tomorrow's People in Order to Develop Tomorrow's Products
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- Oxford Economics (2014) Destination Promotion: An Engine of Economic Development. How Investments in the Visitor Economy Drive Broader Economic Growth
- Tourism Economics (2014) The Economic Impact of Tourism in Ohio, Development Services Agency, Office of TourismOhio



Thank you!

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ohiotravel.org

