



The *FUN*damentals of Lake Erie Tourism

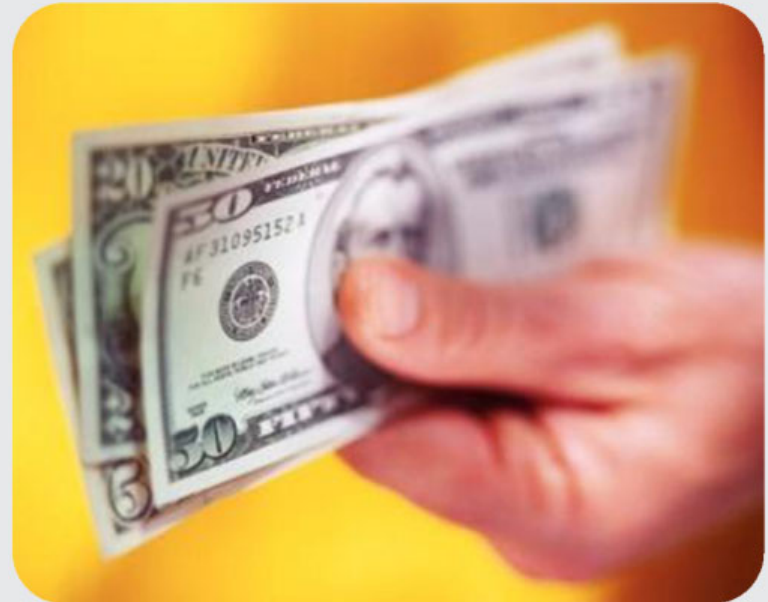
Why & How OSU Sea Grant Extension is Involved



Why are we involved?

Huge economic sector

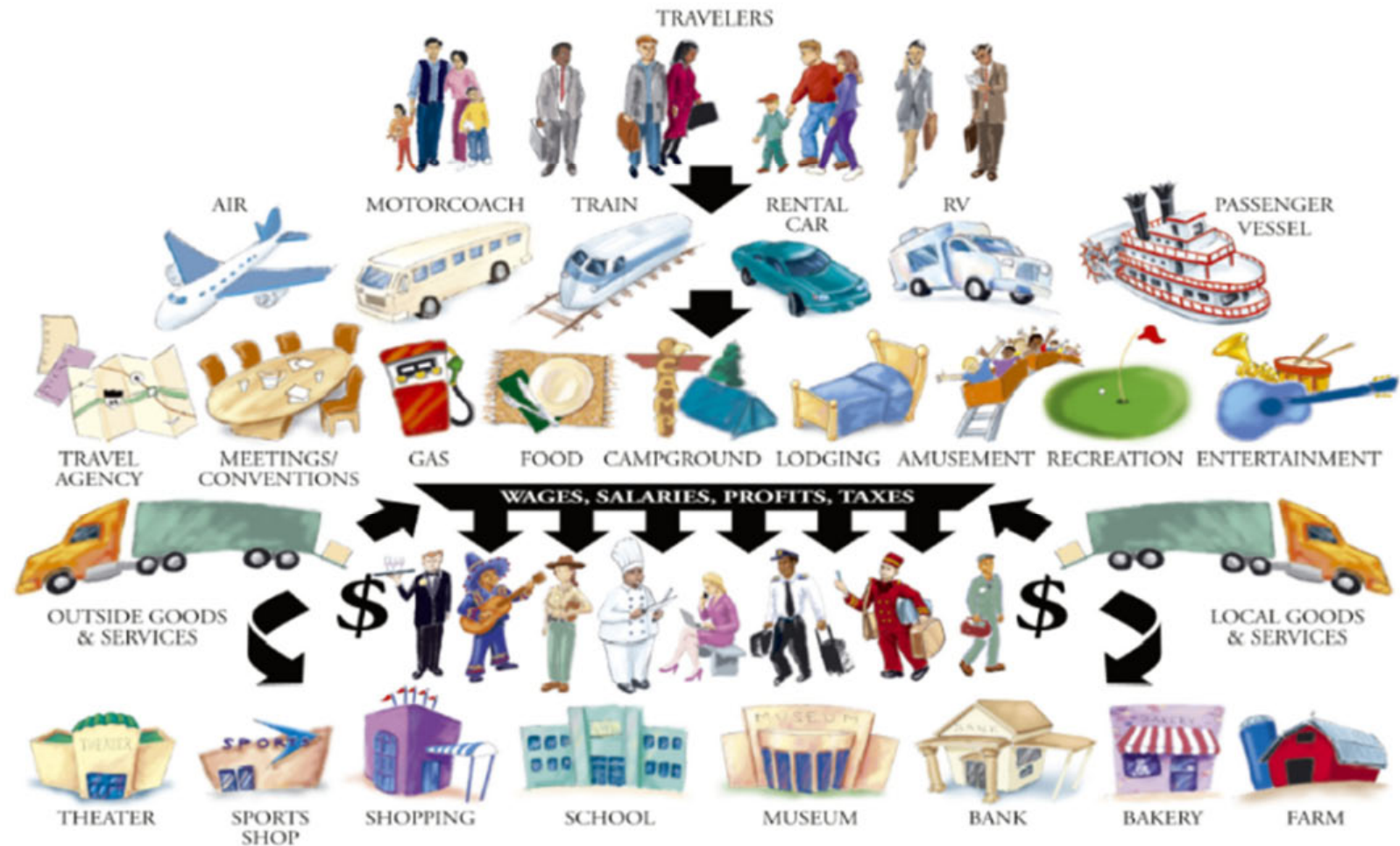
- \$10.7 billion
- 114,000 jobs
- \$430 million state revenue
- \$320 million local revenue



SOURCE: 2009 Lake Erie Tourism Economic Impact, Tourism Economics for Ohio Department of Development



HOW TOURISM DOLLARS ARE SPENT



Why are we involved?

- **Huge economic sector**
- **Opportunity & need for education**
 - Low education barriers to entry
 - Fragmented with unique market characteristics
 - Education & training focused on marketing and sector specific
- **Boundary specific**
 - Few regional mechanisms to create new products
- **Linked to environmental quality**
 - Impacted by (and impacts) the environment
- **Positive externalities of tourism promotion**



Perception is REALITY





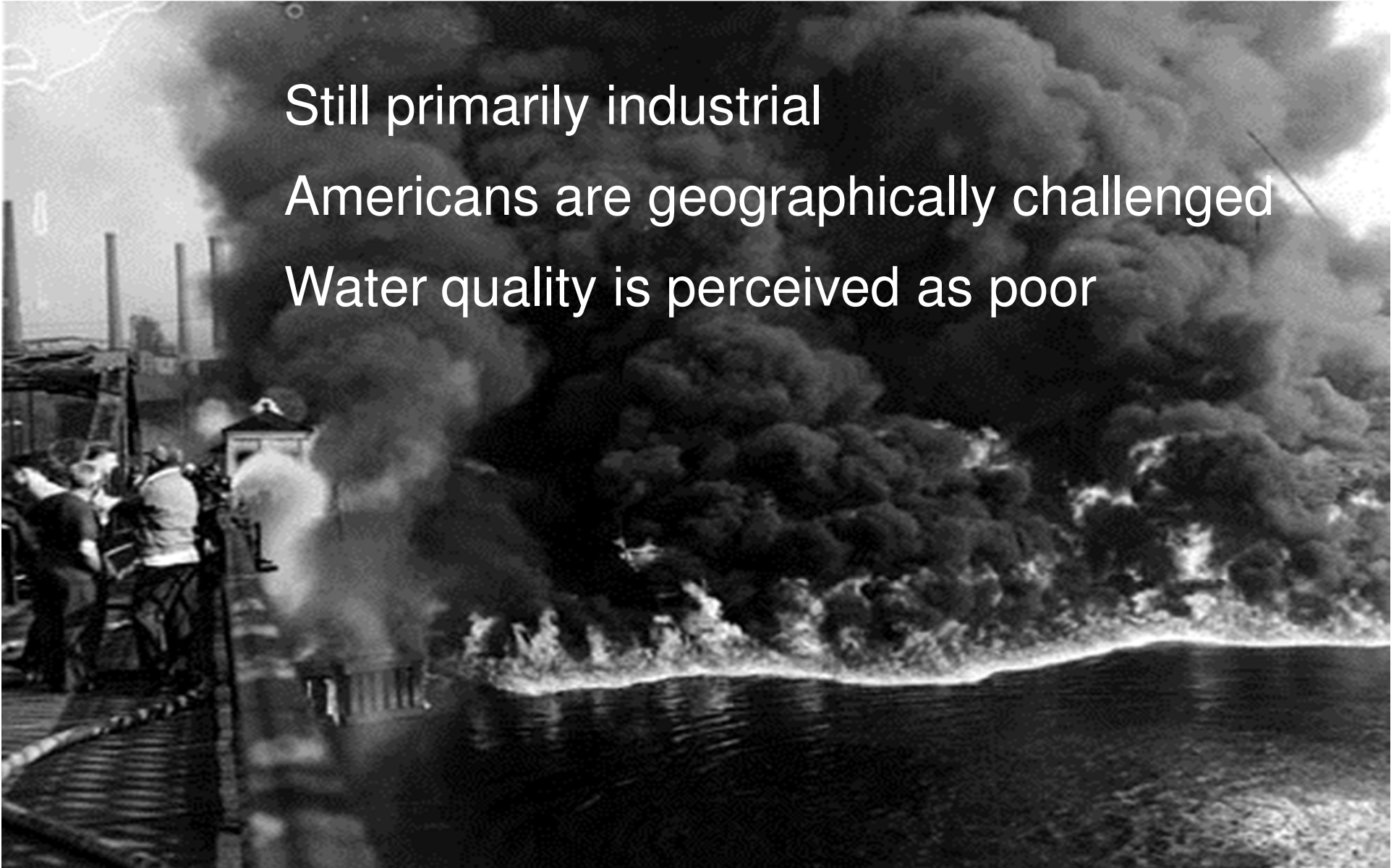
Let's play a game

Iraq





Still primarily industrial
Americans are geographically challenged
Water quality is perceived as poor



What Messages are we Sending?





Explore the Lake Erie Islands

Self-guided Tours to Natural Wonders & Historic Tales

*A journey of discovery along the
Lake Erie Coastal Ohio Trail.*



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Experience the Great Lakes along an America's Byway®.

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ALONG AN AMERICA'S BYWAY®

OSU Sea Grant Extension Activities

Increase economic impact

Research

Education

Communications &
Outreach

Recognize and protect intrinsic
qualities that attract
jobs and visitors

Research

Education

Communications &
Outreach



OSU Sea Grant Extension Activities

- **Increase economic contributions**

- *Research*

- BGSU birding study
 - Glenn School hotel taxation study
 - Lake Erie Tourism Economic Study



OSU Sea Grant Extension Activities

- **Increase economic contributions**
 - *Education*
 - Ohio Tourism Leadership Academy thru the Ohio Travel Association
 - Presentations and programs based on local need
 - Nature-based tourism
 - Role of Image
 - Tourism Economics



OSU Sea Grant Extension Activities

- **Increase economic contributions**
 - *Communications & Outreach*
 - National Park Service Civic Engagement Facilitation
 - Creating new regional products
 - Community facilitations



OSU Sea Grant Extension Activities



Signing of JobsOhio2 bill that includes new tourism funding model with potential to double state investment, 6/26/12

- **Ohio Travel Association Leadership**
 - Ohio Conference on Tourism
 - 14-state Heartland Travel Showcase
 - Ruby Awards
 - Educational Programs
 - 2x month newsletters, 3x week blogs
 - Scholarship Program and Golf Outing
 - TourismOhio

OSU Sea Grant Extension Activities

- **Protecting qualities that attract visitors**
 - *Research*
 - Climate Change Research with Michigan partners



OSU Sea Grant Extension Activities

- **Protecting qualities that attract visitors**
 - *Education*
 - Birding Workshops for Resource Managers



OSU Sea Grant Extension Activities


- **Protecting qualities that attract visitors**
 - *Communications & Outreach*
 - Conservation assistance
 - Clean Marina Program



Biggest Challenges

- **Defining our role**
 - Not duplicating – We are not a Destination Marketing Organization
- **Local issues/opportunities connected to state policies/priorities**
 - Interdisciplinary, beyond local boundaries
- **Magnitude of stakeholders can be overwhelming**
 - Multiple stakeholders
 - Many, and sometimes competing, expectations
- **Multiple expectations**
 - Stakeholders (corporate stance)
 - Sea Grant
 - Extension



A scenic sunset over a body of water. The sun is a bright, glowing orb on the horizon, casting a warm orange and red glow across the sky and water. Several sailboats are visible on the water, their sails catching the light. In the background, a large, multi-story building, possibly a lighthouse or a historic structure, stands on a small island or pier. The overall atmosphere is peaceful and picturesque.

“America’s brightest
people are attracted by
America’s most
beautiful places.”

- Colorado Governor Roy Romer



Tomorrow's Leaders

2011 Graduates of the Ohio Tourism Leadership Academy

