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2011 Ohio Tourism Publications Now Available at DiscoverOhio.com

Ohio Travel Planner utilizes new technology, provides interactive experiences for travelers

Columbus – The Ohio Department of Development’s Tourism Division today released the 2011 *Ohio Travel Planner* and 2011 *Spring/Summer Ohio Calendar of Events*. Both print publications are available free of charge from DiscoverOhio.com or by calling 1-800-BUCKEYE. The [Travel Planner](#) and [Calendar](#) are also available in a digital, interactive format on DiscoverOhio.com.

To take advantage of the exponential growth of travelers utilizing mobile Internet and smart phone technology, Ohio’s 2011 Travel Planner incorporates 17 QR codes to create an interactive experience for the reader and connect them with the Tourism Division’s [mobile website](#) and social media networks.

“The 2011 Ohio Travel Planner gives tech-savvy travelers the ability to transform our beautiful print publication into a multi-dimensional, interactive experience with video, blogs and tourism attraction apps,” said State Tourism Director Amir Eylon.

“During the past five years, we have seen growth in the number of travelers picking up the Ohio Travel Planner while they are on the road, rather than having it mailed to them at home,” Eylon said. “Pair that trend with the exponential growth in smart phone users, and it is the perfect time to create a Travel Planner capable of bringing Ohio tourism to life and encouraging visitors to share their experiences with friends and family on [Facebook](#), [Twitter](#), [YouTube](#), [Flickr](#) and [myOhio](#).”

QR codes are located throughout the 164-page Travel Planner and allow visitors to fly down the Hocking Hills zipline, tour the Christmas Story House, download the Ohio Historical Marker application, watch and listen as chefs talk about the Cleveland restaurant scene, get an astronomical update from the Cincinnati Observatory blog, tour the Toledo Museum of Art and Glass Pavilion, hop a ferry boat to the Lake Erie Islands and much more.

The new Ohio Travel Planner includes:

- A feature section about Ohio’s upcoming historical anniversaries, including sesquicentennial commemorations of both the Civil War and Ohio’s iconic Statehouse.
- 17 QR Codes allowing readers to jump from intriguing copy to the mobile website, video, blogs and more.
- Nearly 4,000 listings for destinations, attractions, lodging facilities, restaurants and more.

The 2011 Spring/Summer Ohio Calendar of Events also is now available from DiscoverOhio.com or by calling 1-800-BUCKEYE. It features:

- 60-pages of full-color event listings of nearly 600 festivals, shows, concerts and more.
- Events from March through August 2011.

Free Ohio travel materials including the 2011 *Ohio Travel Planner* and 2011 *Spring/Summer Ohio Calendar of Events* may be requested 24 hours a day, seven days a week, from DiscoverOhio.com or 1-800-BUCKEYE. This year, the planner also is being distributed by Ohio State Parks, the Ohio Turnpike Commission, Ohio Visitor Bureaus and Ohio Department of Transportation Travel

Information Centers. For additional information, trained travel counselors are available at 1-800-BUCKEYE to assist callers weekdays from 8 a.m. to 9 p.m. and weekends from 9 a.m. to 6 p.m.

About the Ohio Tourism Division

The Ohio Tourism Division is the premier source of information for travelers and media about Ohio's vibrant tourism experiences, attractions, and economy. Division marketing programs contributed to an estimated \$36 billion in total sales in 2009 and 437,000 jobs sustained by visitors to the state. A part of the Ohio Department of Development, the Division's mission is to promote and celebrate Ohio's unique travel opportunities and market the state's outstanding quality of life.

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Editor's Note: Cover images of the 2011 publications are available for free download from the Ohio Tourism Press Room's "Free Ohio Images" section at:

<http://consumer.discoverohio.com/pressroom/freeohioimages.aspx>

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