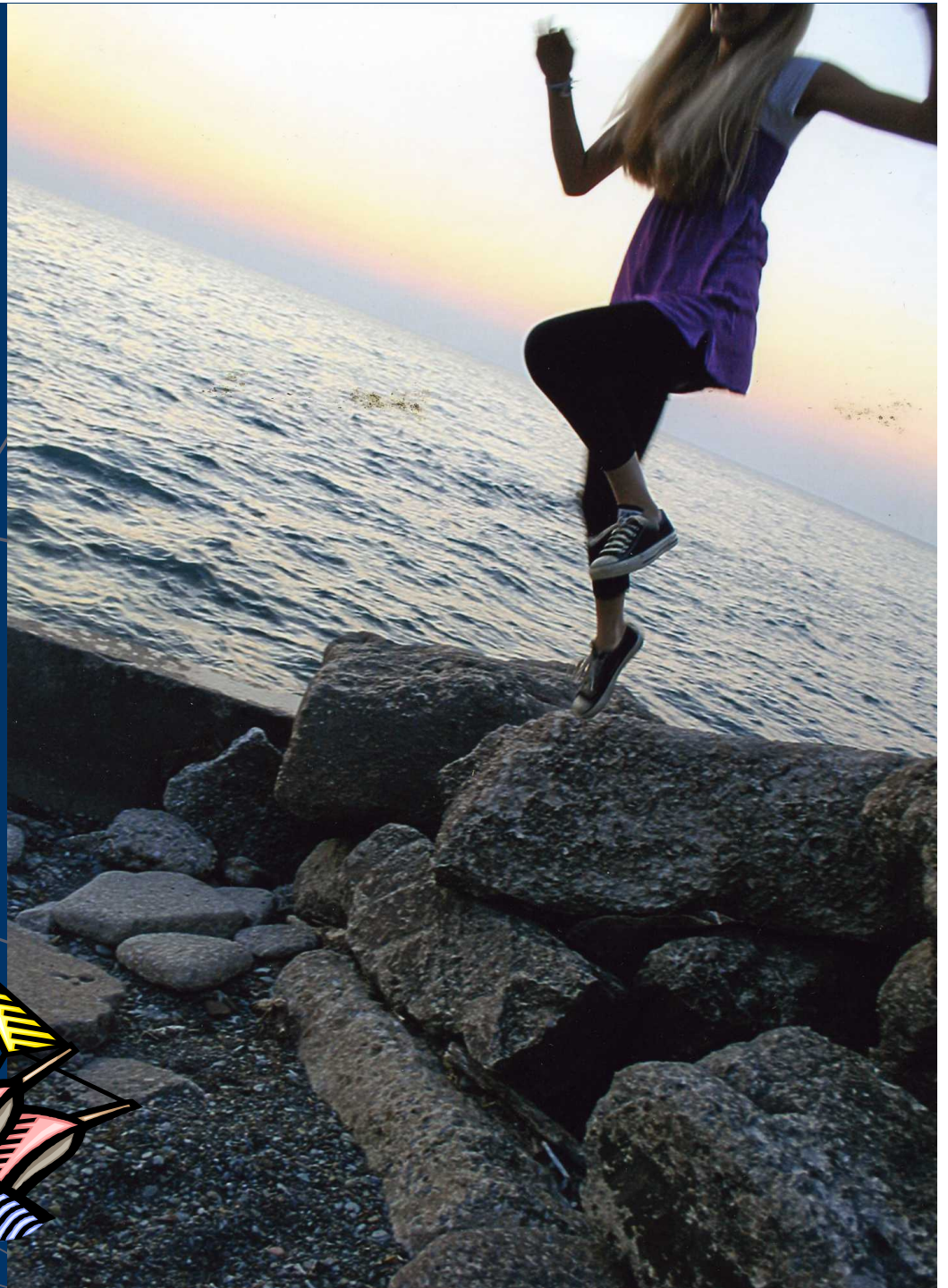


“Can We Carve another Lake Erie?”













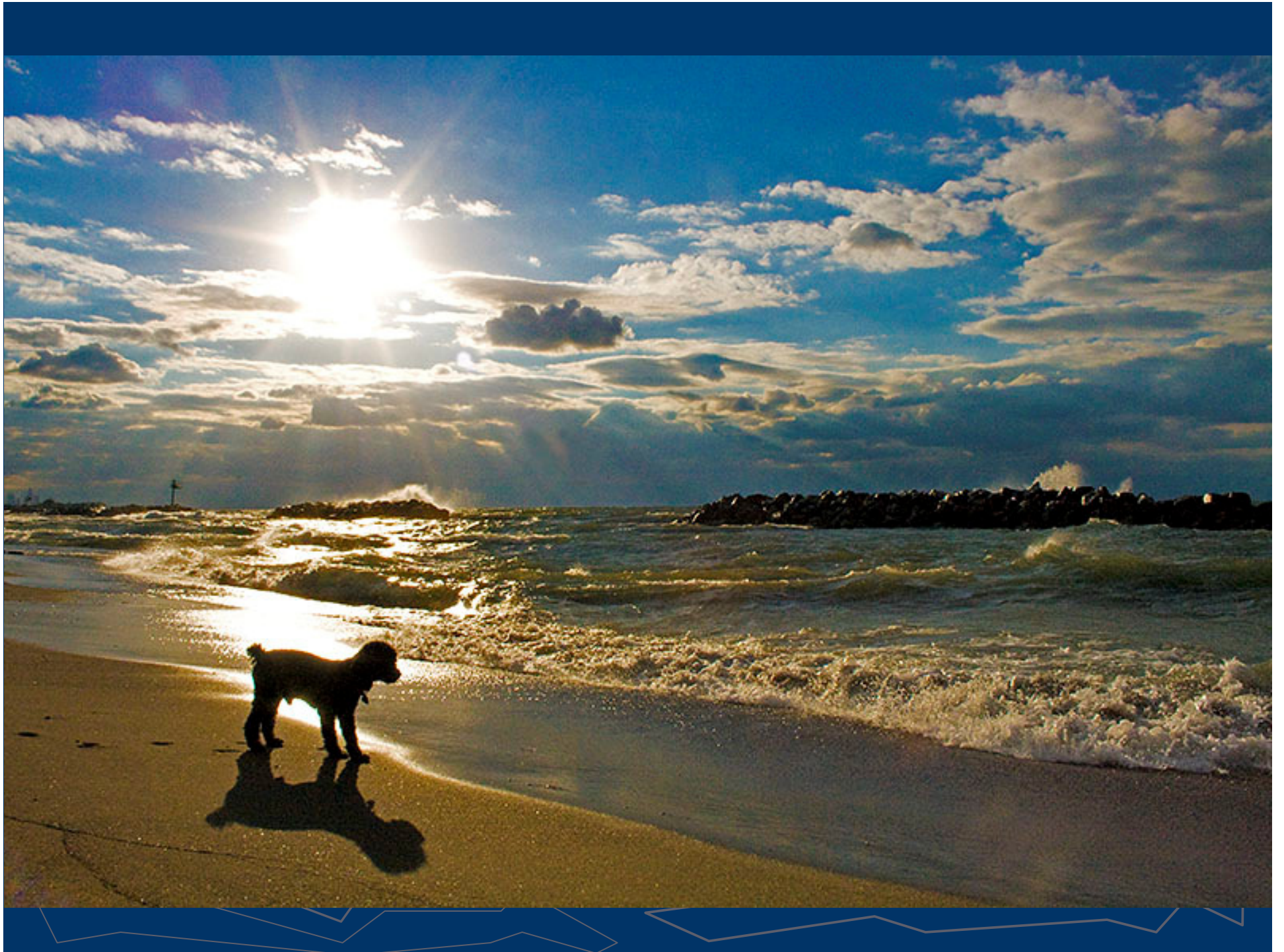












WATER QUALITY NOWCAST: POOR

A "Nowcast" system is being tested on this beach to predict bacterial levels that may be present in the water.

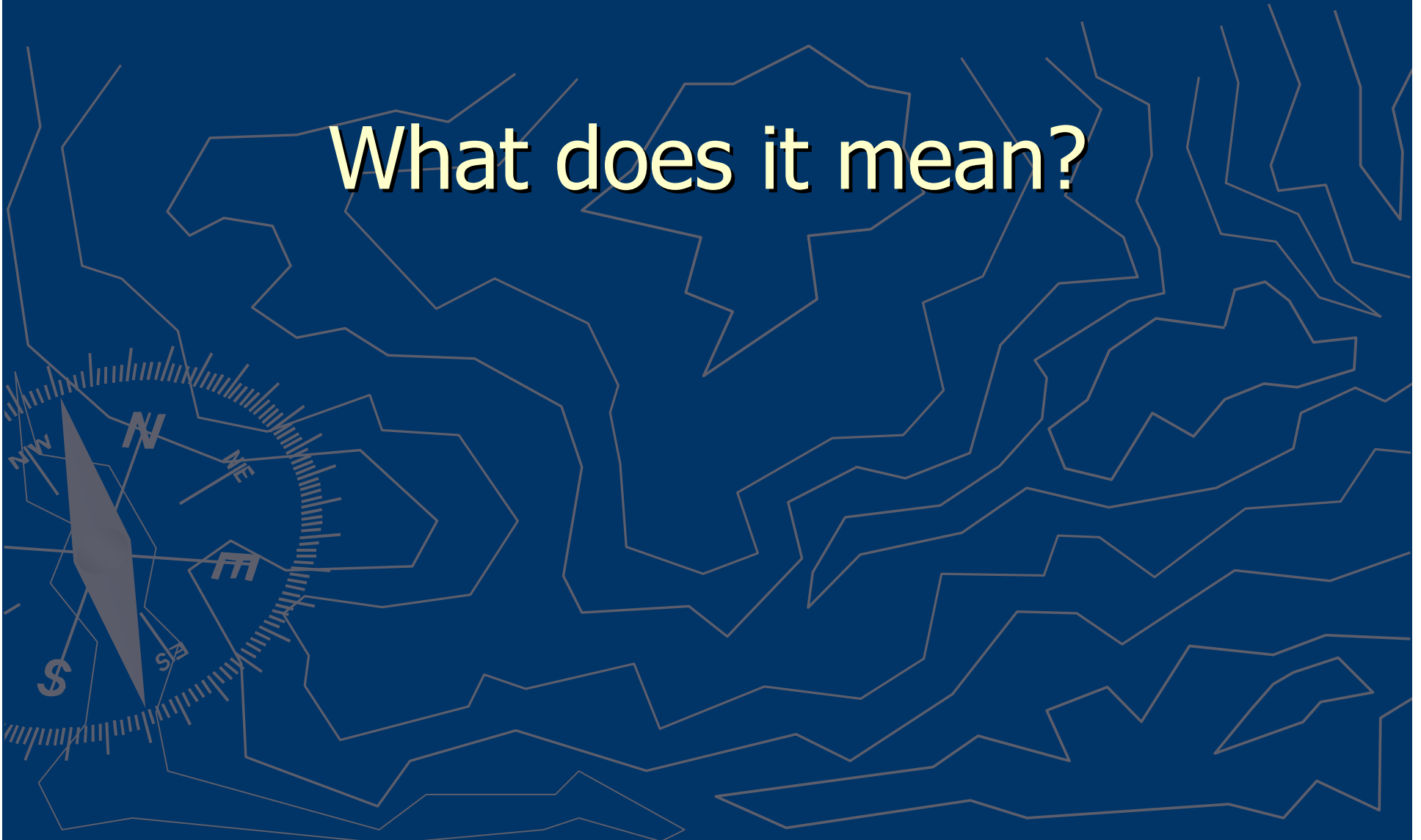
POOR WATER QUALITY IS PREDICTED TODAY

based on conditions observed this morning. This means that bacteria levels are likely to be high. Swimming is not advised, especially for children, the elderly, and those in ill health. Full body water contact may result in illness.

For Information Call:
(216) 201-2000
www.ccbh.net



What does it mean?



Can you make it here?



Can you buy it here?



Tourism \$\$ along Lake Erie in Ohio



\$8.7 billion in direct sales

Employs 146,800 people in northern Ohio

Generates \$386 million in state taxes

Generates another \$229 million in local taxes

SOURCE: ODOD Division of Travel & Tourism/Longwoods/Rovelstad, 2005 .



Topics to Discuss

- ▶ Economic Impact of Lake Erie
- ▶ Tourism Challenges
- ▶ Trends in Tourism
- ▶ Perception & Reality
- ▶ Lake Erie Coastal Ohio and designation as an America's Byway™
- ▶ Great Lakes Opportunities



HOW TOURISM DOLLARS ARE SPENT



Artwork courtesy of Travel Industry Association of America

Tourism Also Contributes to Quality of Life and Enhances Economic Development Efforts





Great Lakes Tourism: Challenges

- ▶ Shifting demographics/travel patterns
- ▶ No cohesive marketing of the Great Lakes product, resulting in lack of Great Lakes image/positioning in marketplace
- ▶ Overdependence on “sun and surf” and family travel market; seasonality issue
- ▶ Diminishing natural/historical resources



Great Lakes Tourism: Challenges



- ▶ No cohesive “green” initiative for the hospitality industry
- ▶ Difficulty with Homeland Security Issues
- ▶ Great Lakes Circle Tour has no marketing dollars behind it and many signs are gone.

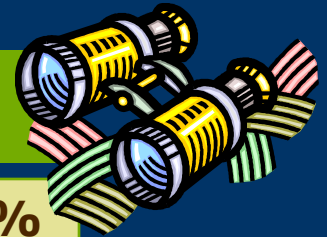
What are Today's Travelers' Seeking?



“Geotourism,” *National Geographic Travel* & Travel Industry Association of America, 2003

Trips to destinations I've been before	75%
Destinations where I can experience the outdoors but still have comfortable accommodations	68%
Trips where I can walk around in historic and charming towns and locations	67%
Trips to family-friendly destinations	67%
Trips to small towns, rural areas and countrysides	60%
Trips to destinations with authentic historic or archaeological buildings and sites	53%

"Geotourism Study, " cont'd.



Destinations offering wide variety of cultural/arts events and attractions	52%
Trips with purpose to see, tour and learn about a place	52%
Destinations offering many forms of entertainment – nightlife, dining, shows	47%
Trips to large cities	43%
Travel to remote locales	35%
Outdoor adventure travel involving personal challenge and risk	25%
Trips to go hunting and/or fishing	25%
Primitive travel (roughing it) in wilderness undisturbed by people	20%

Top 10 Activities among Domestic Travelers, 2001

Travel Industry Association of America

- | | |
|----------------------------------|-----|
| 1. Shopping | 34% |
| 2. Outdoor recreation | 17% |
| 3. Historical places and museums | 14% |
| 4. Beaches | 11% |
| 5. Cultural events | 10% |
| 6. National and state parks | 10% |
| 7. Theme/amusement parks | 9% |
| 8. Nightlife and dancing | 8% |
| 9. Gambling | 8% |
| 10. Sports events | 6% |

Family Travel Market

- ☐ Weather Dependent
- ☐ Highly Seasonal
- ☐ Becoming Increasingly Difficult to attract due to Time Demands
- ☐ Weekend-oriented



Baby Boomer Travel Market

- ☐ Empty Nesters
- ☐ Discretionary Time and Money to Travel
- ☐ Interested in Heritage and Nature
- ☐ Year-round and Strong Shoulder Season Potential
- ☐ Midweek Travelers

Important Point!

You Don't have to choose one over another!

Family Travel Market is still a core market and efforts should continue!

Key is to DIVERSIFY

What do these Travelers Want?



Perception is
REALITY



Let's play a game



Iraq





Cleveland





STUDY: What do people think about the Great Lakes

Lake Erie -- Focus group studies in Columbus, Indianapolis and Pittsburgh

- ❑ Lake Erie is still perceived as being primarily industrial
- ❑ Cities and major tourist destinations are known for their own attributes and/or reputations, and there's little awareness that these areas are located on the lake.
- ❑ Water quality is perceived as poor. Contaminants and illness are concerns.
- ❑ There's an ongoing effort to clean the water, but they're not sure it's working.

STUDY: What do people think about the Great Lakes



Beliefs Changed Quickly when
Shown Recent Lake Erie Images

Beliefs are not deeply rooted

They're held onto because
they've not been shown
otherwise

We need to fill that void.

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.*



Come Closer.

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

COME CLOSER.

*Drive the Lake Erie
Coastal Ohio Trail.*



Experience a grand adventure along a Great Lake. From quaint lighthouses, Lake Erie Islands, and serene shorelines, to breaking waves, dramatic sunsets, glacial footsteps and majestic herons—the Lake Erie Coastal Ohio Trail is an explorer's dream. You'll find natural and historical wonders set against a changing landscape and framed by the stunning beauty of Lake Erie. Visit www.coastalohio.com to plan your Lake Erie adventure. To receive a copy of our new Lake Erie Lighthouses and Maritime Adventures guide, call 1-800-441-1271.



COME CLOSER. EXPERIENCE THE GREAT LAKES
ALONG AN AMERICA'S BYWAY®

What else do Visitors Want?

**"Geotourism," Travel Industry Assoc. of America & National Geographic
Traveler, 2003**

72% It is important that my visit not damage the environment

61% My experience is better when destinations preserve their natural/historic and cultural sites

55% It bothers me when historic sites/natural areas are closed for repair

54% My experience is better when I learn about a destination's customs, geography and culture

Our Goals

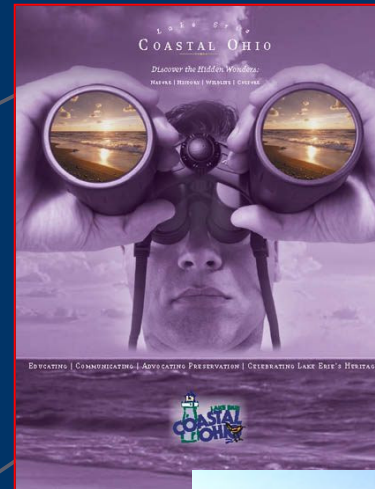


1. Enhance visitor spending, extend stays, attract “new” market for Ohio.
2. Increase awareness of historical and natural resources as being important to our communities, economic health, and future.

What do we do?

Promote Lake Erie's Natural and Historical Features

- Developed Web Site showcasing more than 300 historic/natural areas
- Created :30 Public Service Announcements (OH Coastal Mgmt)
- Help create new opportunities, birding cruise
- Worked with WKYC and WGTE on Lake Erie documentaries



LAKE ERIE BEYOND THE SURFACE

Interviews | Multimedia | Watch the show online



COME CLOSER.

*Drive the Lake Erie
Coastal Ohio Trail.*

Experience a grand adventure along a Great Lake. From quaint lighthouses, Lake Erie Islands, and serene shorelines, to breaking waves, dramatic sunsets, glacial footsteps and majestic herons—the Lake Erie Coastal Ohio Trail is an explorer's dream. You'll find natural and historical wonders set against a changing landscape and framed by the stunning beauty of Lake Erie. Visit www.coastalohio.com to plan your Lake Erie adventure. To receive a copy of our new Lake Erie Lighthouses and Maritime Adventures guide, call 1-800-441-1271.



COME CLOSER. EXPERIENCE THE GREAT LAKES ALONG AN AMERICA'S BYWAY®



What do we do?

Educate Tourism Community, Resource Managers, Officials

- Serve as legislative resource
- Connect tourism community to the resource managers
- Topics have included green hospitality, creating positive wildlife watching experiences, interpretation
- Newsletter to 700
- Presented to more than 8,000 in past four years

Why is Resource-based Tourism Important for Lake Erie?

Submitted by: [Name]

What about Lake Erie Tourism?

Tourism along Lake Erie is a major player in our economic development and vitality. Recent reports tell us that tourism visiting our region in 2001 spent more than \$4.1 billion in direct spending and another \$277 million in...

Enhancing the Nature-based Tourism Experience

Long-term blueprints envision research to determine which facilities and services would support a wildlife watching experience, as well as which facilities would also serve for the experience. (Link and Toing)

	% Responding Would Value this Experience	% Responding Would Value this Experience
Great Lakes facilities	10	15
Forest grounds	75	12
Boardwalks along wetlands	74	14
Trails/paths through wetlands	76	9
Canoe/kayak	39	8
Fishing/boating and access	39	8
Self-guided tours	83	9
Interpretive	84	4
Educational displays	92	2
Physical materials	76	2
Other	19	2

The Museum Department of Conservation conducted a study in 2002 to determine what visitors would want to see/visit in the future.

	% Responding Would Value this Experience	% Responding Would Value this Experience
Use space exhibits	78	12
Use audio and interpretive center	75	12
Use more information presented in interesting ways	69	12
Other	14	12

A PRACTICAL HANDBOOK

Providing Positive Wildlife Viewing Experiences

By DOROTHY ROSE OBERHEILIG

"For the birding and conservationist, this is a most beautiful gift."

Watchable Wildlife

Published by the Ohio Department of Natural Resources

Tourism is Budget Fuel

As Ohio and the rest of the world invest in possible long-term solutions for our energy problems, there is one boost that has proven to have immediate impact: **Tourism Marketing.**

Independent research and case studies have proven that \$1 invested in tourism marketing will generate \$10 in new tax revenue for the state of Ohio. This is not a prospect built on optimistic assumptions; it is simply a statement of reality on current assets. This short-term return on investment will strengthen Ohio's ability to fund more long-range policies.

While showcasing our beautiful state and extending visitors from around the region has many "red good" benefits for Ohioans, this report focuses instead on ROI.

The engine is running, we need just a little more gas so we can hit the accelerator.

What do we do?

Preserve Lake Erie's Natural Landscapes and Historical Areas

- Assisted with acquisition and/or preservation projects that seek possible economic impact
- Developed group tour itineraries for volunteer field opportunities
- Provide expert testimony on value of resource-based tourism and our resources
- Serve on community planning committees looking at new waterfront development options

GET INVOLVED WITH PRAIRIE RESTORATION



Wildland restoration (the recreation of forests, prairies and wetlands) is the new American conservation process. Until now, we've focused on preserving existing natural places. As development continues, pristine natural areas are harder to find. The idea of growing new forests, prairies and wetlands is a relatively new concept, and northern Ohio is at the forefront of this restoration, particularly in the field of prairie restoration.

How can you be part of this experience?

Several options are listed below. Exact locations and project descriptions will be provided upon date confirmation, as most of these projects are time-sensitive and dependent on progress at the sites. Let us know the dates you'd like to consider, and we'll provide more specific details about the activities your group can experience on those dates.

Help Restore a Prairie

Erie MetroParks could coordinate one-hour or two-hour visits to prairie restoration projects at several locations (identified below.) These areas are remnant of the great prairies of the west that inched their way east during the Xerothermic Period, approximately 5,000-8000 years ago. This hot, dry time period created large prairies (Firelands Prairies and Castalia-Sandusky Bay Prairies) stretching across much of the region, including south of Sandusky, Castalia, and Marblehead. As temperatures moderated and rain returned, most of these prairies were overtaken by tall trees and shrubs (blocking the sun from prairie-hardy plants.) Those that remained (such as at Erie Sand Barrens) flourished on pockets of sandy soil, former beaches of ancient versions of Lake Erie that stretched further south.

Contact: Jon Granville, director of Erie MetroParks, at 419.625.7783
John Blakeman, president of the Ohio Prairies Association and
Meadow Environments, LLC, at 419.433.5639 or jblakeman@www.ohioprairie.org

Castalia Prairie at Resthaven Wildlife Area

Route 269, Castalia
This 2,272-acre reserve is in the process of restoring 60-plus acres as native prairie. In 2002, scientists spotted a new moth, dependent on prairie habitat. It was named in honor of the reserve where it was discovered. Wildflowers bloom almost on the federally-endangered Showy Ladies' Slipper Orchid. The taller wildflower period in late-July and August.

Erie Sand Barrens

Scheid Road, Sandusky
About 16,000 years ago, a north-flowing river pooled at the base of a glacier in Ohio. Melting snow and glacial ice formed Lake Warren. Erie Sand Barrens are beach ridges of this ancient lake. Plants include the only known Ohio population of partridge pea, sand panic grass, and more.



America's Byways™

National Scenic Byway Designation

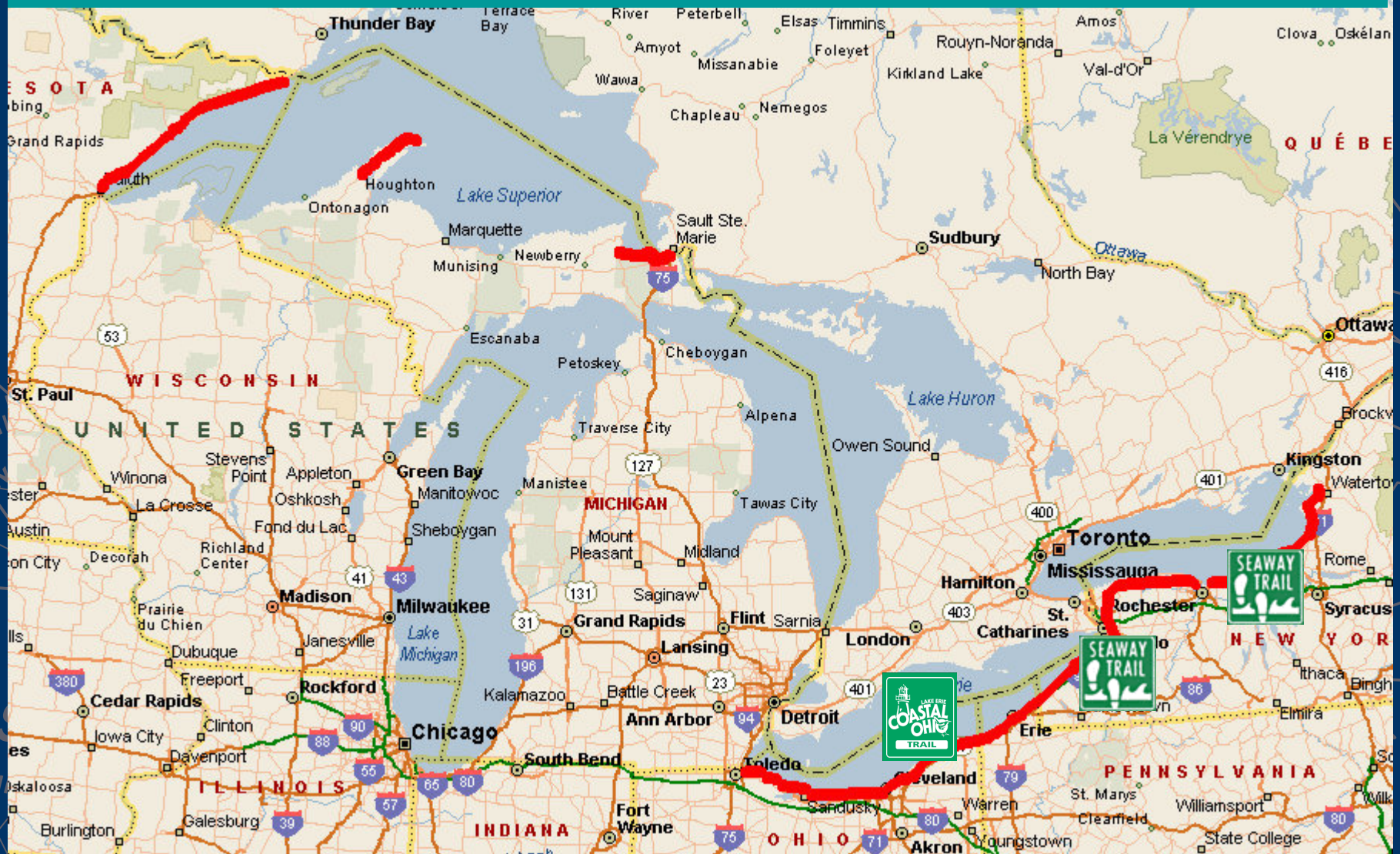


Come Closer . . . Experience a Great Lakes Byway

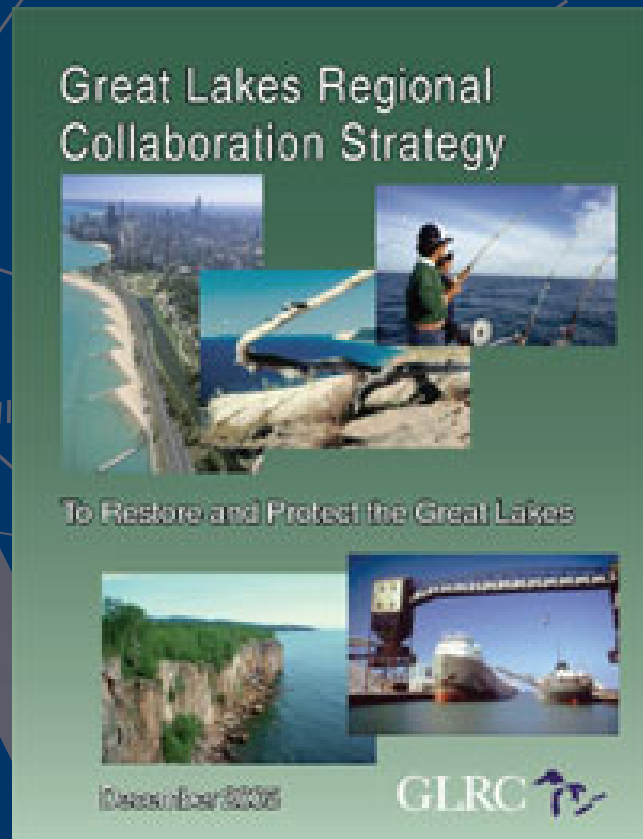


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Great Lakes Scenic Byways



Great Lakes Regional Collaboration



- ▶ Result of U.S. President G. Bush's 2004 Request
- ▶ Developed recommendations for revitalizing the Great Lakes
- ▶ Released in 2005
- ▶ <http://www.glrc.us>

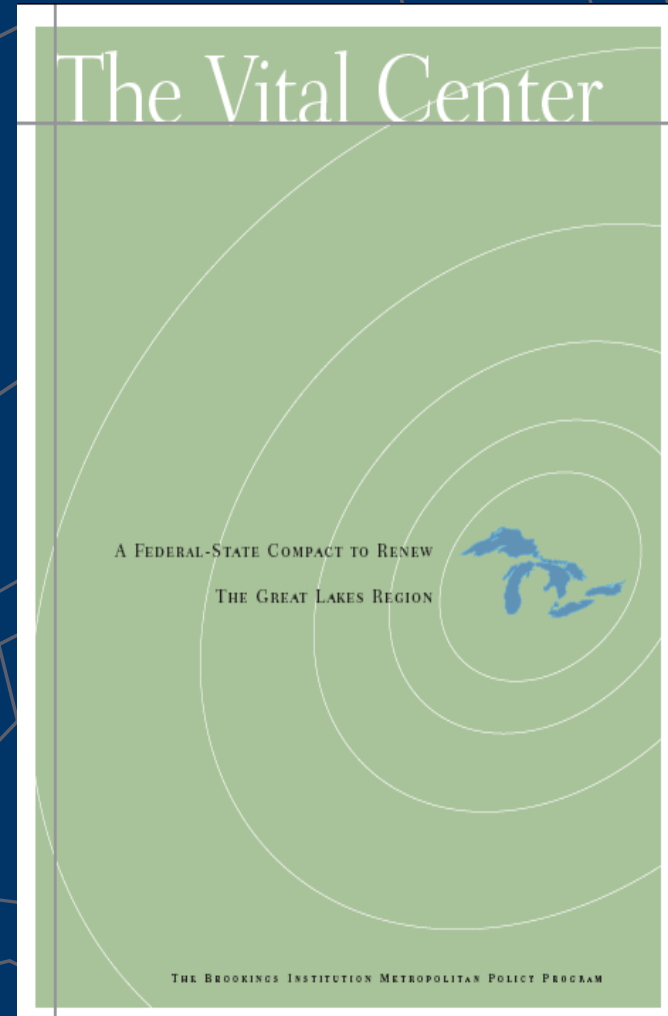
Among the recommendations:

Ensuring the long term **sustainability** of the Great Lakes resource will require a number of significant changes in the way we approach such things as land use, agriculture and forestry, transportation, industrial activity, and many others. To start this process, we need to:

- ▶ build outreach that brands the Great Lakes as an exceptional and competitive place to live, work, invest, and play

The Brookings Institution

- ▶ Metropolitan Policy Program
- ▶ Reinforces recommendations made by the Great Lakes Regional Collaboration
- ▶ www.brookings.edu



Their Call to Action

- ▶ Cross-branding to **promote the Great Lakes**, regional waterways, forests, parks and natural scenic assets as major tourist attractions. Projected \$98 million over 5-year period.
- ▶ Cross-state compact to **expand public access** to the shoreline and to enhance preservation of natural/recreational areas as key components of regional economic development.
- ▶ State public-private and philanthropic extension of water-based economic development, natural and scenic environmental amenity development and ecotourism, as well as water-based technologies and industries.

Our Challenge

- A need to update the outdated perception of the Great Lakes as a rust belt.
- Must consider economic impacts of ecological issues.
- Must involve an education/outreach component to enhance knowledge, experiences, and public access.

Next Steps

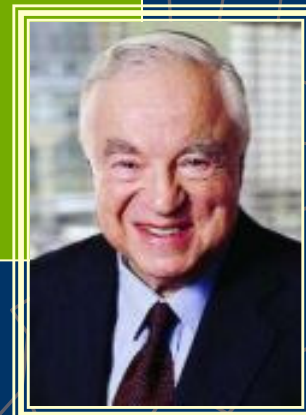


Photo: Art Weber

- ▶ Think regionally.
- ▶ Think beyond boundaries.

“Tourism simply
doesn’t go to a city that
has lost its soul.”

Arthur Frommer



Melinda Huntley

Tourism Program Director

Ohio Sea Grant

PO Box 1639, Sandusky, OH 44870

419.609.0399 huntley@coastalohio.com