

"Whatever you are searching for in life: joy, excitement, passion - you can find it and so much more in Ohio! Based on an innovative research process, we found that Ohio's activities and attractions inspire the real, honest and deep connections that last forever. The Ohio brand is emotional and functional, yet distinctive, and will help turn people's heads toward the state."

- Mary Cusick, Director, TourismOhio

"TourismOhio has found it - a brand that sets Ohio apart from its competitors. It triggers us to think about "why" we travel, inspiring travel itself. Whether traveling by car, plane, bus, boat or bike, Ohio's travelers experience new places and adventures. But they may do so for very different reasons, and this brand digs deep to that intention. The brand is also adaptable to Ohio's travel product, both large and small, man-made and intrinsic, invigorating and restful. Now, it's time to tell the story."

- Melinda Huntley, Executive Director, Ohio Travel Association

"Tourism is a big industry in Ohio, a \$40 billion segment in fact. The new Ohio brand will support the state's economic vitality because it is so broadly applicable. It not only works for travel organizations but also other state agencies and economic development marketing efforts."

- Dan Sullivan, Chair, TourismOhio Advisory Board

"Consistent messaging over time generates awareness. By inspiring people to take a closer look at Ohio, the brand will generate more hotel and lodging stays. When people stay the night in Ohio, they spend, on average, three times more than if they visit for one day. The new Ohio brand will elevate the entire state, and have a direct impact on the prosperity of the hotel industry."

- Joe Savarise, Executive Director, Ohio Hotel & Lodging Association

"The new Ohio brand connects with our most important segments on an emotional level. We have to transition beyond a list of things to do and make a promise to satisfy the higher-level needs of the traveler in a way that it's authentic, believable and meaningful to our core audience."

- Todd Mesek, Vice President of Marketing & Communications, Rock and Roll Hall of Fame Museum

"As a person born in Ohio there was a sense of pride. I couldn't help but feel emotional, I was tearing up. This was the best representation of why our state is so cool. It speaks clearly to the tone of what we have in Ohio."

- Amanda Davis, Executive Director, Visit Grove City

"It pulled on your heart strings, very sentimental. It was modern and fresh and appealed to the multigenerational group we are trying to attract. As an Ohioan, I loved it. It had a diverse, inclusive message. It's an important time in history for us to be sending this message."

- Dan Moder, Executive Director, Licking County CVB

"Our organization is getting ready to launch a new brand in two weeks so we understand the importance of having a good message. We are excited Ohio's new brand will fit well with ours. My mom always said you have to buy memories and this brand reminded me of that statement."

- Carol Thress, Director of Sales and Marketing, Licking County CVB

"We were excited to see the brand. We have a lot of attractions in Northwest Ohio that fit into "find it here". I like the mix of contemporary and nostalgia. I also liked the allure of the woman's voice."

- Richard Nachazel, President, Destination Toledo

"It is fantastic. The fact that "find it here" is an emotional connection is smart and easy to use. My favorite part was the diversity displayed. Showing that we are diverse is a great thing to do."

- Tamera Brown, Director, Greater Cleveland Aquarium

"I think it was very emotional. I'm a mom and what pulled on my heart strings was the little girl eating the ice cream. It evokes a memory that you can create that lasts a lifetime."

- Debbie Robinson, Executive Director, Cambridge Guernsey County Visitors & Convention Bureau

"The emotional appeal is compelling. We're really excited about it. I like the message that it's not just about the places you go rather the people you meet."

- Cathy Miller, Director of Tourism, Destination Toledo CVB

"I think it presents a nice umbrella for the state. I think it's going to be vibrant and something everyone can grab a hold of. Our focus is weekends and this will fit right in with our message. It really presented Ohio in a light that people aren't familiar with."

- Tracy Kocher, Director of Marketing, Butler County Visitors Bureau

"It can really be used in multiple facets of the industry. It evokes emotions and plays on memories rather than specific locations. The photography really stood out. It could work for restaurants, festivals, wineries.... It's all about the experience, the memories."

- Christy Eckstein, Executive Director, Ohio Grape Industries

"Born and raised in Ohio, I've already known you can find it here so it's great to share that message. I liked the simplicity of it and it's easily adaptable to different regions."

- Mary Fessler, Director of Marketing, Warren County CVB

"I really like that it has a welcoming feel to it. It's broad enough to attach other elements to it, it's flexible. I like that it's not so hyper specific. All of us partners can find ways to use it. It's customizable and it didn't just focus on the three C's....Cleveland, Columbus, Cincinnati. It's open enough to fit opportunities for the entire state."

- Chris Schutte, Director, Visit Greater Springfield