



EXPERIENCE  
THE POWER  
OF  
PARTNERSHIP

# Destination Mansfield

Richland County

Destination Mansfield – Richland County is an award-winning economic development corporation that expands our local economy through Tourism. As an effective PR and marketing organization, we create opportunities for members by offering visibility, resources, connections and ways to engage to help you grow your business and maximize your role in Richland County's tourism economy.

**DID YOU KNOW?** *The impact of visitor spending in Richland County is \$304.2 million, generating over \$8.9 million in local tax revenues, and tourism is the fourth largest employer supporting 4,432 jobs.*

*We have the passion to promote our region to people traveling to, through, or considering moving to Mansfield – Richland County. We believe it all starts with a visit and it is our job to communicate the area's offerings to travelers not just around Ohio, but across the nation and parts of the world.*

## Member Benefits

### VISIBILITY

#### Brochures & Distribution

Over 290,000 Visitors Guides, "Lure" Brochures, Shawshank Trail, Richland B&O Trail, Wine & Ale Trail, and Visitor Maps are distributed annually through visitor requests, statewide and regional brochure distribution services, conventions, members, information booths at special events and races, as well as at our Visitor Information Center.

**DID YOU KNOW?** We receive over 37,000 information requests each year through phone calls, walk-ins, inquiries, emails, ad response leads and information bags.

Member's brochures can be placed in the Visitor Information Center located at I-71 and SR13 and in our downtown office.

**DID YOU KNOW?** On average, 525 visitors stop at the Visitor Information Center each month.

#### Website

Your full listing information appears on our DestinationMansfield.com website and its mobile versions. Members may be listed in the Group Travel and Meeting Planner sections of the website depending on the applicable markets for your business. Niche markets listed on the website help your business get more exposure by targeting segments of the industry (i.e. The Shawshank Trail, Haunted Mansfield Ohio, Richland B&O Trail, Kid-Friendly, etc.)

**DID YOU KNOW?** *When doing a Google search for "Mansfield, Ohio", we rank in the top five search results. Last year, our websites averaged 19,542 visits and 51,208 pageviews per month.*

Members can use the "Submit an Event" feature to send us information on their visitor focused, public events. Once approved, they appear in the searchable calendar of events on DestinationMansfield.com.

#### Social Media

Information is shared through a comprehensive social marketing presence, including three Facebook pages (Destination Mansfield, The Shawshank Trail, and Haunted Mansfield Ohio) and Twitter. Videos are shared on our own YouTube Channel and photos are shared through Pinterest and Instagram. (Don't forget to "like" our Facebook page and we will do the same. There were 12,453 followers at the end of 2016.)

#### Advertising

Members receive discounted advertising rates in the Visitor Guide and DestinationMansfield.com. Additional discounts are available on DestinationMansfield.com for those placing a Visitor Guide ad. And, ads placed on DestinationMansfield.com will appear on ShawshankTrail.com automatically.



DestinationMansfield.com

## RESOURCES

### CO-OP Advertising

Invitation to partners to broaden our marketing reach in niche markets.

### Databases

Access to information and databases concerning the Travel & Tourism Industry (Group Tour Operators and Convention & Meeting Planners).

### Membership List

Access to a membership list, as well as, convention and tourism leaders for marketing purposes.

### The Traveler

Receive a monthly digital communication including updates of industry news, important deadlines, tourism statistics, member spotlights, and involvement including convention and group tour activity.

### Visitor e-blasts

Area information and Richland County happenings were sent digitally to 28,610 visitors last year.

### Package Program

Opportunity to advertise lodging packages on DestinationMansfield.com.

### Deals Program

Opportunity to advertise deals on DestinationMansfield.com. "Local" Deals can be redeemed by showing a coupon on their mobile device. "Race" Deals is a special program offered to those motorsports fans who show a race pass for deals and discounts.

### Contests/Promotions

Opportunity to donate items and get in front of targeted audiences through social media.

### Familiarization (FAM) Tours

Tours given to Travel Writers and Tour Operators to showcase the area's offerings and generate PR.

### Referral Program

Recommendations through educational presentations, social media and contacts with visitors and groups seeking travel info.

**DID YOU KNOW?** We have invested over \$2.2 million in developing events, conventions, and other marketing projects.

## CONNECT

### Annual Meeting

Held in May each year, members, industry professionals, government officials and other area business leaders attend and see the new measures we are taking to promote our area. Sponsorship and door prize opportunities are also available.

### Tradeshow/Event Booths

Opportunity to volunteer as a Community Ambassador at various events.

## ENGAGE

### Display

Pick up Visitor Guides at our office to display at your business and add a logo or link on your website to help cross promote what the area has to offer.

### Send

Provide us with the NEWEST photos and videos of your business, along with updated event details to be used for advertising, promotional, calendar and social media use. Email your press releases to us so we know your key message points, successes and updates.

### Share

Tell us "your story"! We want to help you promote your business and tell visitors what to do and why to do it while they are here. What's unique about your business? Why do you stand out from similar businesses?

**DID YOU KNOW?** We have generated over \$1.287 billion in promotional publicity (radio, newspaper, TV, and online) since 1999. Last year, 175 articles worth \$971 million in equivalent ad buys with 2.714 billion impressions reaching media outlets in North America and beyond.

### Vision Statement

Mansfield and Richland County will be widely acknowledged as one of the most extraordinary and distinctive destinations in Ohio.

### Mission Statement

Destination Mansfield – Richland County leads the marketing of Richland County through innovative collaboration and cohesive messaging, positioning the region as a desirable choice for recreation, events and entertainment resulting in increased business activity and improved quality of life.



## Membership Questions?

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