



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 \$338.5 million, generating over \$8.6 million in local tax revenues, and tourism is the fourth largest employer supporting 4,736 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 318,000 Visitors Guides, "Lure" Brochures, Shawshank Trail, Richland B&O Trail, Wine & Ale Trail, Haunted Mansfield, 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 nearly 20,000 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, 409 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 three search results.*

*Over the past 12 months, our websites averaged 29,951 sessions with 70,147 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 pages and we will do the same. There were 26,641 followers at the end of 2018.)

#### 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. Ads placed on DestinationMansfield.com will appear on ShawshankTrail.com automatically. With an ad in the Visitor Guide you'll get a listing in the "Lure" Brochure.



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 for marketing purposes.

### Information Bags

Bags of area information can be available to groups and meetings at your place of business.

### Monthly Newsletter

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

### Member e-blasts

Receive special information and opportunities available only to members.

### Visitor e-blasts

Area information and Richland County happenings were sent digitally to 36,205 visitors last year.

### Booking Leads

Hoteliers receive leads for meetings and conventions coming to the area and have the opportunity to submit a quote for hosting these groups.

### Book a Room

Visitors can directly book lodging on DestinationMansfield.com and find you quicker.

### 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.

### Familiarization (FAM) Tours

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

### Recommendation Program

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

## 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?

### Referral Program

Share your experience with others. For every member that joins, based on your referral, both businesses will receive a \$25 discount on membership dues. The more that join, the lower your dues!

### Destination Vision Statement

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

### Organizational Vision Statement

*Destination Mansfield – Richland County will be nationally recognized as a "best practice" destination marketing organization and a model for others across the nation.*

### 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.*

DID YOU KNOW?

We have generated over \$1.353 billion in promotional publicity (radio, newspaper, TV, and online) since 1999. Last year, 194 articles worth \$36.8 million in equivalent ad buys with 1.17 billion impressions reaching media outlets in North America and beyond.



## Membership Questions?

### Contact Amber Dobbins:

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