

IMAGERY AND BRANDING

- Coproduced **Richland County Branded Video** with the Richland Area Chamber of Commerce & Economic Development and the Branding Executive Committee, which premiered May 14.
- Led **13 photoshoots**, capturing **1,842 new photos** using **31 locals as models**.
- Produced six videos**, featuring Ohio Bird Sanctuary, Shawshank Hustle and four Shawshank30 videos.
- Our **Google Drive library** now contains **3,154 photos and videos** of attractions, restaurants, shopping, lodging, recreation, arts/entertainment, festivals/events, Wine/Ale Trail, B&O Trail, Shawshank Trail, Tinsel Towns, lifestyle photography, Mansfield Lahm Airport, videos, and downtowns/cities/parks.
- Assets are available to partners**, including Richland Area Chamber of Commerce & Economic Development, city and county governments, Great Lakes Studio, healthcare facilities, local news outlets, and others. We encourage using these professional images for office/lobby displays, social media, print materials, website/blog articles.

MARKET INTELLIGENCE

- Top cities' overnight visitation** to Richland County increased by 2% with **73% of visitors spending the night**.
- Out-of-state visitors make up 38.75% of those overnight stays. The **average length of stay is 2.1 days**, up 13.1% from last year.
- Our average visitor takes 1.4 trips to the area.

MEETINGS & EVENTS

Key events our county hosted in 2024 include:

- The Shawshank Redemption 30th Anniversary celebration
- Shawshank Showdown Robotics Competition
- Airstream Rally
- ParaPsyCon



AWARDS/RECOGNITION

- Shawshank Trail Promotional Video** won a **Citation of Excellence** at the Ohio Conference on Tourism.
- Natalie graduated from both **Leadership Unlimited** and the **Ohio Tourism Leadership Academy**.



On behalf of the board and staff, **Thank You** to everyone who helped us get to the big stage and make the most of 2024.

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Marketing/Meetings Director
Kim Miers

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DestinationMansfield.com

Mansfield & Richland County Take the Big Stage



In 2024, Mansfield and Richland County repeatedly landed on a grand national stage as major events like the Solar Eclipse, Inkcarceration, Shawshank30 and a full Mid-Ohio Sports Car Course schedule aimed a bright spotlight on our region.

2024 ANNUAL REPORT • DestinationMansfield.com



BrandRichland.com

PARTNERSHIP

- Ended the year with **196 partners** (five new ones).
- Added **12 Industry Partner** honorees to our **Tourism Award of Excellence Hall of Fame**, bringing the **total to 101** since 2005.



ShawshankTrail.com
HauntedMansfield.com

WineAleTrail.com
BrandRichland.com

*Also available at DestinationMansfield.com/annual-report.



SOLAR ECLIPSE

In April, as a huge star captured the entire world's attention, Richland County found itself in the path of totality for a once-in-375-years occurrence that would spike visitation and raise our profile. Our communities welcomed visitors from as far away as Maryland and Virginia to experience the rarity of a solar eclipse with us.

- Nearly 100 media stories generated 600 million impressions, including national outlets like Forbes and The Saturday Evening Post, promoting Richland County as an eclipse destination.
- Day and overnight visits soared, drawing other Ohioans and out-of-state visitors.
- Watch parties were planned and hosted countywide, the largest being 1,000 people gathered at the Ohio State Reformatory.
- A dedicated solar eclipse page on DestinationMansfield.com featured viewing locations, events, lodging, eye safety and emergency info and was the most viewed page of 2024.
- Close collaboration to prepare the county for the influx of visitors was coordinated by the **Richland County Emergency Management Agency** in partnership with **Destination Mansfield-Richland County** and the **Richland Area Chamber**.
- We had fun leveraging our Shawshank legend by creating ads and social media posts featuring Red and Andy viewing the eclipse in various locations around the county.



SHAWSHANK30

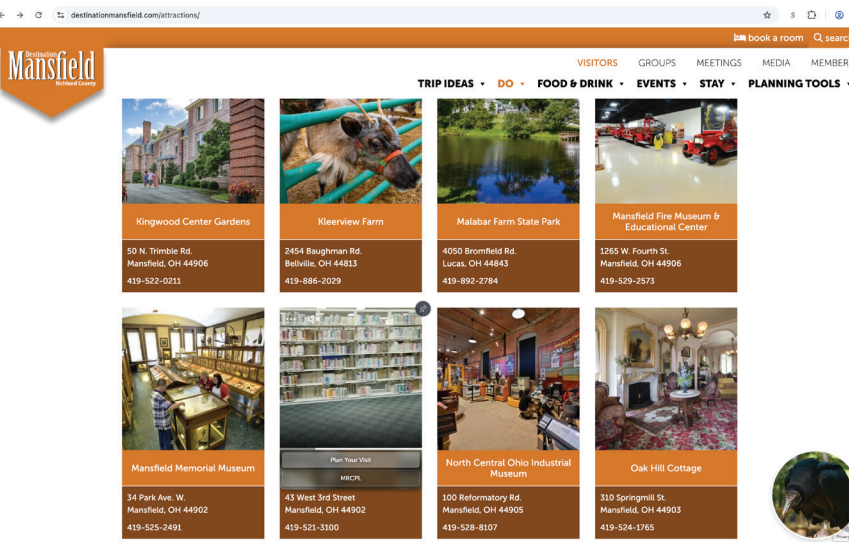
- We hosted the largest-ever lineup of cast members on stage, with a surprise video message from **Stephen King** and an Upper Sandusky visit by **Jeffrey DeMunn**, who played the prosecuting attorney in the film.
- In Partnership with **Ohio State Reformatory**, we worked with the **Shawshank Woodshop**, **Renaissance Theatre**, **Shawshank Trail** sites and the **Shawshank Hustle** to organize weekend activities, panels and tours.
- The highly successful Shawshank 30th Anniversary Celebration attracted **8,000+ visitors** and generated **43.2 billion media impressions** globally.
- The 10th Shawshank Hustle saw a **record-breaking 2,400 participants**.
- Released the **14th edition** of the **Shawshank Trail** brochure.
- Every aspect of the weekend was documented through photography and video.
- Using AI, our team streamlined the development of Shawshank30 video clips to be utilized in digital and social media marketing.
- The Shawshank Trail has attracted 600,000+ visitors from across the U.S. and the globe, generating \$200M+ in impact on Richland County and 4.6B media impressions since its formal inception in 2008.**



Hovr

We added the **Hovr** chatbot, giving potential visitors a more engaging and interactive experience utilizing video footage produced since 2022.

- 99 videos and photos**, Hovr calls “**Moments**,” bring partner information to life and keep visitors on our site longer with average watch time of **15 seconds**.
- Moments** deliver details about events and partners with quick access to ticketing, times, dates and more with no browsing disruption.
- Top HOVR clicks** were **Buckeye Imagination Museum** and **Ohio Bird Sanctuary** with longest watch time being **BibleWalk** at **15.5 seconds**.



We added **2,017 events** to **Calendar of Events** page and four new web pages:

- Johnny Appleseed 250th Birthday**, listing events and programs on or near **Johnny Appleseed Historic Byway**.
- StoryWalk locations, including **Buckeye Imagination Museum**, **South Park**, **Kingwood Center Gardens** and **Mansfield and Richland County Public Library**.
- Halloween/Trick or Treat, a resource for and Halloween events and local trick or treat dates/times.



Destination Mansfield Richland County NEWSLETTER



JUNE HAPPENINGS

Summer is just around the corner, and June promises to be a month filled with countless opportunities to get out and make some memories! Enjoy returning events like the **Ontario 4th of July Festival** at **Marshall Park**, as well as the **Final Friday Concert Series** at the **Brickyard** and the kickoff to the **Mid-Ohio Sports Car Course** season.

[Read More](#)

WEBSITE MARKETING

DestinationMansfield.com and ShawshankTrail.com drew a combined 350,129 users, drawing 937,049 pageviews. **Users increased by 9.3% and pageviews increased by 21%.**

Most viewed pages on DestinationMansfield.com:

- Ohio Total Solar Eclipse
- Richland B&O Trail
- Historic Ohio State Reformatory

With the 30th Anniversary in full swing, ShawshankTrail.com saw a 68% increase in users and 79% increase in pageviews, **69.3% of whom were outside Ohio.**

Top States: OH, VA, FL, NY, MI, IL, PA, GA, IN
Top Cities: Columbus, Chicago, Cleveland, Cincinnati, New York, Atlanta, Mansfield, Detroit

Inkcarceration Music & Tattoo Festival

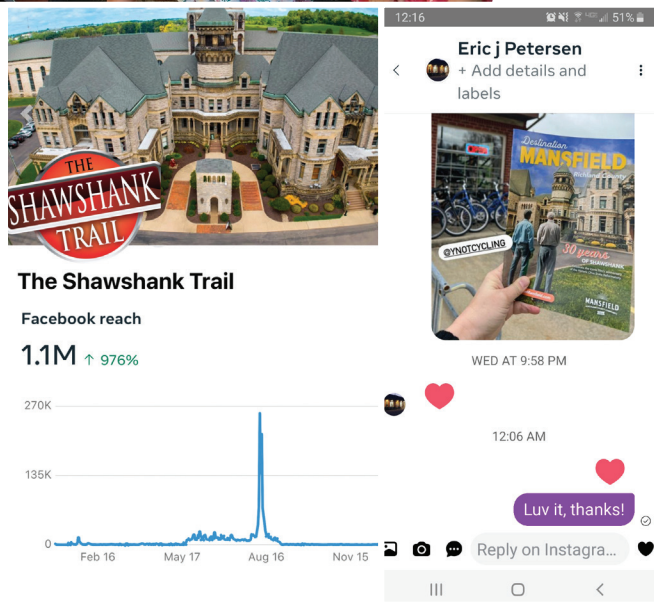
New attendance record set: averaged 26,000 concert attendees per day.

PR & AWARENESS

Public Relations generated **101,625,353,027 impressions**. Yes, that's **100 Billion impressions**. A **72% increase** in impressions and **26% increase** in clips seen

YouTube

- 276,196 video views** in 2024, with an astounding **1,992.7 hours** of watch time.
- 164,486 impressions** and a **4.2% click thru rate** and viewers from IL, IN, MI, OH, PA.
- Top Videos** were **Shawshank30** related.



VISITOR GUIDES

80,000 were distributed at Ohio State Fair, Ohio Travel Centers, Amish Country distribution racks, area hotels, restaurants, attractions and businesses.

CO-OP MARKETINGS

Participation in **TourismOhio's** paid co-op social campaigns gained us **891,904 impressions** and **39,163 clicks** to our content focused on **Ohio Bird Sanctuary** and **Buckeye Imagination Museum**.

SOCIAL MEDIA 2024

- Shawshank Trail Breaks a Million in Reach**, with top posts being Andy's rock hammer and last-minute Shawshank30 additional actors.
- Destination Mansfield surpasses 10,000 followers, with **top posts** being **Christmas at Kingwood** and the **Richland County Branded video**.
- Combined Reach** across all platforms of **4,373,600**
- Total Meta Followers** is **57,529**