



Prepared for New Hampshire
Division of Travel of Tourism
Development

Hospitality jobs rise in October

Leisure and hospitality jobs are one of the bright spots in the October ADP National Employment Report.

In the service-providing category, leisure and hospitality had the second-highest job creation with 40,000 jobs created, second only to trade, transportation and utilities, which created 61,000 jobs.

The only blemish in the report is the struggle small businesses are having filling open job positions – likely due to their inability to pay higher wages or offer greater benefits that would pull an employee from their current position.

The sample was derived from ADP payroll data, which represents 411,000 U.S. clients employing nearly 24 million workers in the U.S.

Source: Travel Pulse



Visit Fairfield County

The McConnelsville (OH) School of Fish was inspired by the nearby Muskingham River.

Ohio communities sculpt extended trail

Designers of Ohio Art Corridor hope it eventually spans 230 miles and improves quality of life, as well as attracts visitors to the area

Southeastern Ohio is trying to attract visitors by giving them something unique to look at.

The Ohio Art Corridor, consisting of 144 miles of sculptures and other works of art, debuted in late October. Eventually, the corridor will grow to 230 miles.

David Griesmyer, artistic director of The Ohio Art Corridor, hopes the idea will spread to other parts of the Midwest.

“If you travel throughout the U.S., you will see signs advertising the world’s largest rubber band ball or the world’s largest rocking chair,” he says. “This gets people’s attention, it draws them off the interstate. That is what I want to do with The Ohio Art Corridor... My hope is to bring

this part of the state back to life.”

The Ohio corridor covers several towns and includes a Bicentennial Mural in Circleville, a Flight of the Hawk Park in Lancaster, a School of Fish sculpture in McConnelsville and Wolfe Garden at Ohio University.

“Public art enhances the quality of life and The Ohio Art Corridor has the potential to have a real economic impact on southeastern Ohio,” says Jonett Haberfield, executive director for Visit Fairfield County, one of the Ohio Art Corridor’s partners. “Tourism is important to our region, it provides jobs and showcases the beauty and authenticity of our communities.”

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Art Corridor aims to promote region, tourism

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Its founders believe The Ohio Art Corridor is the largest outdoor gallery in the world, surpassing one in Stockholm that covers 70 miles.

“Our desire is to draw people out of the big cities, to take a drive through the beautiful Appalachian country of Ohio, to learn, grow, and have experiences that they otherwise would not have,” says Rebekah Griesmyer, executive director of The Ohio Art Corridor and David Griesmyer’s sister-in-law.

More than 10 huge metal sculptures will be placed in micro parks along the corridor.

The project’s educational mission sets out to provide local public school students the opportunity to research, design, and help manufacture the sculpture representing their town. The Ohio Art Corridor will also work with welding and art programs to teach and promote trade skills.

It’s an opportunity to leave a legacy behind for the next generation, says Rebekah Griesmyer.

“If we can help change a person’s life by helping them learn a skill, go to school, keep them off of drugs, help them get and maintain a job, that is life altering,” she says.

Sources: USA Today, Columbus Underground



circlevilleguide.com

The Bicentennial Mural is located next to 150 West Main Street in Circleville, Ohio. It commemorates Pickaway County’s bicentennial, celebrated in 2010.

DMOs: From promotion to place-making

Tourism boards have generally been tasked with selling, pitching a destination as other organizations handle economic development programs and incentives that help grow and manage local economies.

But increasingly, many tourism boards are wearing two hats as destinations grapple with overtourism and work to portray themselves as places you can also live and work.

Many destination marketers increasingly also consider themselves as destination managers

and this shift in recent years is akin to how more travel agents pivoted toward being travel advisors to broaden the scope of what they do for travelers.

Taking on a management role of a destination, such as looking at how to grow tourism capacity to levels the destination can actually handle and focusing on economic development, helps tourism boards stay more relevant amid the constant threat of funding cuts and economic booms and busts.

Source: Skift

Ohio Art Corridor’s Mission Statement:

It is our mission to provide Appalachia access to culture, art, and educational experiences while supporting and increasing tourism and revenue.