



“A strong brand identifies what sets us apart from our competitors, and it is memorable. A strong Ohio brand can unify key messages and lift economic activity across the state, as it leaves an imprint every time it is seen or heard. This is especially important for Ohio’s \$47 billion travel economy, as we compete with other states to capture the attention and spending power of visitors. ‘Ohio, The Heart of it All’ has a proven record for checking all the boxes of an effective brand.”

—Melinda Huntley, Executive Director, Ohio Travel Association

“The Heart of it All brand is the perfect way to unite all that we love about Ohio’s great outdoors. From the glacial grooves of Kelley’s Island to the rolling hills of Shawnee State Park, Ohio is the heart of history, adventure, tranquility, and everything in between.”

—Mary Mertz, Director, Ohio Department of Natural Resources

“The time is right for a refresh of Ohio’s marketing slogan. Fueled largely by our state’s manufacturing boom, Ohio is capturing the attention of business leaders, site selectors, and investors nationwide and around the world. The OMA appreciates the work of the DeWine-Husted administration to constantly remind the rest of the world that the Buckeye State is truly at ‘The Heart of It All.’”

—Ryan Augsburger, President, Ohio Manufacturers’ Association

“In Ohio, you can enjoy boating, fishing and birding on Lake Erie, biking the Ohio to Erie Trail and hiking through the beautiful Hocking Hills. For the nature lover and outdoor pursuit, Ohio is The Heart of it All!”

—Lynn Holtzman, TourismOhio Advisory Board Member

“Experience Columbus emphatically supports the Ohio Department of Development’s new state rebranding effort. As an organization dedicated to promoting Columbus as a premier travel destination, we understand the importance of a strong and unified state image.

We believe the revitalization of ‘Ohio, The Heart of it All’ is a creative and inclusive representation of our great state that will resonate with visitors, residents and prospective workforce talent.”

—Brian Ross, CEO & President, Experience Columbus

“I am excited to see Ohio launch the ‘Ohio, The Heart of it All’ brand. Not only does our state resemble the shape of a heart but fifty percent of the U.S. population is within 500 miles of our state capital. ‘The Heart of it All’ truly captures the essence of Ohio.”

—Valerie Freda, Chief Operating Officer, Cabins by the Caves

“Ohio Tourism’s new campaign “The Heart of it All” reflects the dynamic transformation of our great state and defines the essence of Ohio and why it’s a premiere destination to Live, Work and Learn. Red Roof, as the only national hospitality brand born and raised here, salutes the state’s new efforts in driving engagement with business and leisure travelers.”

—George Limbert, President, Red Roof



“Ohio has so much to offer from the Lake Erie shores and islands, to world-class museums, to Appalachian hiking trails and more. Tourism is a substantial contributor to Ohio’s economic strength, generating over \$46 billion in visitor spending and supporting more than 410,000 jobs in 2021 alone. The Buckeye State really is the ‘Heart of it All’ and this new campaign encourages visitors to experience everything we have to offer.”

—Pat Tiberi, President & CEO, Ohio Business Roundtable

The ‘Ohio, The Heart of it All’ brand perfectly conveys the energy, vitality and opportunity that Ohio offers to everyone.

Those who live, work and play here already know this, and our doors are always open to more visitors to come and enjoy our lakes, woods, resorts, cities, shopping and museums offering world class recreation and entertainment.

It also shows business leaders around the world that Ohio has the energy, mindset and resources they need to grow their business, a lesson that has recently drawn dynamic new investments across the state.

All can come, prosper and enjoy Ohio’s assets, and add their own contribution to our rich quality of life.

Ohio truly is the heart of it all.

And, building on the momentum we have already created, we will continue to be the heart of it all for decades to come.

—Gordon Gough, President, Ohio Council of Retail Merchants

“Ohio truly is the heart of it all. Our state has so much to offer—we have a low cost of living and a high quality of life. We are rich in natural resources, cultural amenities and economic development. We have flourishing, close-knit communities full of genuine, hopeful, hardworking people. These opportunities make Ohio an ideal state to live and work, and this slogan truly encapsulates that idea to the fullest extent.”

—Steve Stivers, President & CEO, Ohio Chamber of Commerce

“We are proud to work alongside the DeWine-Husted Administration and Director Mihalik to advance Ohio and enhance the lives of Ohioans, prospective residents, and business leaders alike. Ohio truly is the Heart of it All, and we are committed to amplifying this message to the world.”

—J.P. Nauseef, President & CEO, JobsOhio

“This brand speaks to what we’ve long known in the restaurant industry—Ohio is the heart of culinary creativity. It speaks to an inspired local food and beverage scene, hospitality that brings family and friends together in Ohio restaurants—led by talented chefs, brewers and mixologists who are putting Ohio on the map as a foodie destination, and servers who always make you feel welcome. Ohio, The Heart of it All.”

—John Barker, President & CEO, Ohio Restaurant Association

“Ohio truly is the heart of it all. Not only is Ohio a destination to visit with outstanding historical sites, state parks, and entertainment venues, but also a wonderful place to call home. Ohio’s central geographic location, transportation infrastructure, and vibrant small business community provide economic opportunities for everyone.”

—Chris Ferruso, State Director, NFIB in Ohio