

OHIO TURNPIKE ATTRACTION LOGO PROGRAM



Travel Boards, Inc.



MAIN LINE SIGNS

Located 1-2 miles before
Turnpike interchanges,
logo signs show travelers
attraction options
available at the exit.

52,450,574 Vehicles in 2019

77.6% Passenger vehicles

22.4% Commercial Vehicles



ATTRACTIONS



6.6



4.6



6.8



6.6

RAMP SIGNS

Located at all interchanges, these signs provide additional directions as travelers exit the Turnpike.



SERVICE PLAZA ADVERTISING

Located in every Turnpike service plaza, our Travel Boards give travelers the information they need to select an attraction to visit.

Now with interactive touchscreens!

| | |
|------------|-----------------------------------|
| 14 | Service plaza locations |
| 22,310,400 | Service plaza visitors (est.) |
| 1,593,600 | Average visitors per plaza (est.) |



TURNPIKE TRAFFIC & SERVICE PLAZA VISITORS



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TURNPIKE TRAFFIC

52,450,574 Vehicles in 2019
2.2 Average travelers per vehicle
115,391,262 Travelers in 2019

SERVICE PLAZAS

14 Locations
22,310,400 Service plaza visitors
1,593,600 Average visitors per plaza - 2019

COMMERCIAL VEHICLES

89.8 Average miles driven per vehicle
22.4 Percent of all vehicles

PASSENGER VEHICLES

47.3 Average miles driven per vehicle
77.6 Percent of all vehicles



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