

Key Messages



Ohio Travel
ASSOCIATION



The following are industry talking points related to the 2020-21 economic impact of the coronavirus to Ohio's travel and hospitality businesses. The most impactful message, however, is your story. When speaking with media or others about the impact, please share the impact on your business and to your employees.

Taking care of people is what we've always done. Safety of our customers and employees remains our top priority.

- Our businesses understand the importance of customer service.
- Exceptional customer service now means making sure mask mandates, social distancing and cleaning protocols are followed and enforced. Our guests expect this, and our industry has been a leader in making this happen.

Ohio's businesses in the travel and hospitality economy have suffered devastating losses, and these losses continue due to their inability to do business with Ohio Department of Health restrictions and the ongoing pandemic.

- Ohio lost more than \$12.8 billion in traveler spending in 2020.
- Traveler spending includes what people spend when they travel 50 miles or more one-way for business or leisure. This could be a trip to try out a new restaurant or to see the latest theatre performance, or it could be a getaway involving an overnight stay.
- Ninety-one percent (91%) of the businesses surveyed by the Ohio Travel Association in December reported revenue losses averaging 52%.
- Many of these businesses are locally-owned small businesses.

More than a third of the jobs lost since February 2020 in Ohio are within travel and hospitality businesses.

- 35% of Ohio job losses in 2020 have been in the travel and hospitality industry. That's more than 125,400 Ohioans who have lost their jobs.
- Ohio travel and hospitality industry unemployment at year-end was 22%.
- 80% of the jobs lost in December were in travel and hospitality – 9,200 jobs out of the 11,500 nonagricultural Ohio jobs reported lost by Ohio Department of Jobs and Family Services.

Jobs lost are not all front-line positions, but management-level and other business professionals as well

- Jobs lost include year-round professional positions, such as those in finance, management, marketing, sales, engineering, chefs, and others.

Ohio's overall economy cannot recover without recovery of the travel and hospitality sector

- Adam Sacks, president of Tourism Economics (part of Oxford Economics), said "Until we get travel and hospitality back on its feet, there's no way we get the Ohio economy back on its feet." The job losses have been too great. Prior to the pandemic, 431,000 Ohioans worked in the travel and hospitality businesses.

Additional economic relief is needed to keep these businesses intact

- Losses continue to mount daily due to the pandemic and operational restrictions. More help is needed due to the depth of losses experienced.
- The Governor's Executive Budget addresses some of this need and will save jobs by providing economic relief to the businesses most in need. Action must be taken immediately, before more irreversible harm is done to the industry and the state.

The travel and hospitality economy is an important part of overall economic recovery

- Restoring jobs and preventing future job losses will help spur overall economic recovery.
- As people start traveling again, they will spend money supporting business, payrolls and tax coffers.

When the time is right, marketing and promoting Ohio will accelerate recovery, saving jobs and bringing back jobs that were lost

- Those who see an ad marketing a destination are more likely to book, stay longer and spend more.
- The Governor's Executive Budget is both proactive and strategic. The recommendation to invest in marketing to increase awareness and drive spending is smart and will get more Ohioans back to work as not only traveler spending increases, but as more investments are made in the state.