

TourismOhio

2021 Tourism Economic Impacts



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ohio.org

Visitor Spending

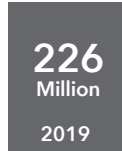
\$47 billion



Estimated direct visitor spending of \$35 billion generated approximately \$47 billion in sales. Compared to 2020, visitor spending was up 22% in Ohio.

Tourism Visits

219 million



Compared to 2020, visits to Ohio were up 9%.

Tourism Supported Jobs

411,000

Compared to 2020, the number of industry supported jobs was up 9%.

Average Spending Per Person



40 million overnight visits

34 million overnight visits in 2020



Burr Oak State Park in Glouster

Not just big fun, big business.

Data sourced from: Tourism Economics
TourismOhio reports tourism industry values using direct and indirect impacts.

About TourismOhio



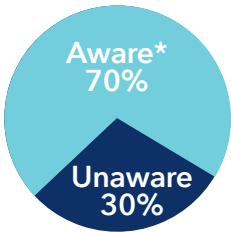
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\$1 in advertising investment



\$83 Spending ROI
\$6 Tax ROI

Every \$1 invested in the 2021 TourismOhio advertising campaign generated \$83 in direct visitor spending and \$6 in taxes in the state.

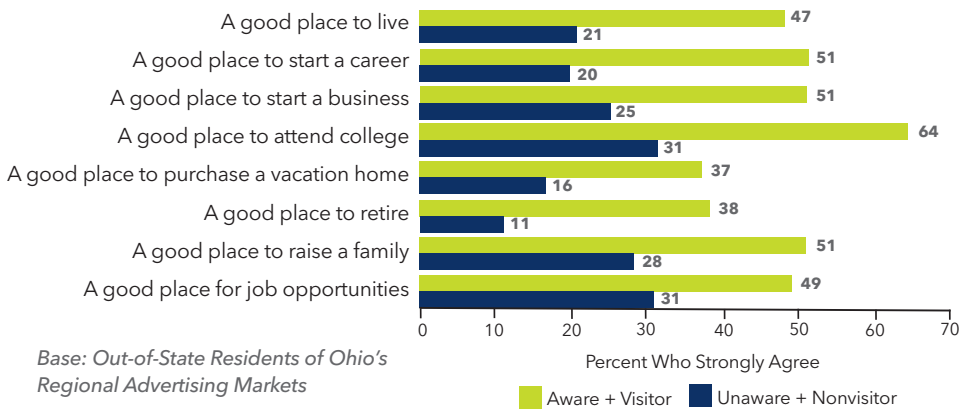


Seven in ten travelers

in Ohio's primary advertising markets recalled seeing at least one TourismOhio ad.

Base: Residents of Ohio's Regional Advertising Markets

Impact of Ad Awareness plus Visitation on Ohio's Economic Development Image



The *Ohio. Find It Here.* brand inspires meaningful, deep connections and memories through Ohio's destinations and attractions. It reinforces the joy, happiness & excitement people experience in Ohio.

Consumer Engagement:



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Ohio Travel Guide



Department of
Development

Mike DeWine, Governor
Jon Husted, Lt. Governor

Lydia L. Mihalik, Director

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