Tourism Economic ImpactsVisitor Spending\$47 billion\$48 billion\$38 billion

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

2021

2020

Tourism Visits 226 219 201719 millior Million Million 2019 2020 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 \$343 \$115 overnight dav trip 40 million overnight visits 34 million overnight visits in 2020

Burr Oak State Park in Glouste

2019

Not just big fun, big business.

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

About TourismO**hio**



\$1 in advertising \$83 Spending ROI investment \$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

A good place to live A good place to start a career A good place to start a business A good place to attend college A good place to purchase a vacation home A good place to retire A good place to raise a family A good place for job opportunities

47 51 51 64 31 37 38 51 28 49 **7** 70 50 10 20 30 40 60 Percent Who Strongly Agree Aware + Visitor Unaware + Nonvisitor

Base: Out-of-State Residents of Ohio's Regional Advertising Markets

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:







@Ohio.FindItHere



Ohio Travel Guide

Department of Development

Mike DeWine, Governor Jon Husted, Lt. Governor Lydia L. Mihalik, Director

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