



Representing more than 44,000 businesses employing 411,000 Ohioans

OHIO TOURISM *WORKS*



**BOOSTS THE ECONOMY
AND SUPPORTS
BUSINESSES**

**\$47 Billion Supports
Ohio Businesses**

- Tourism in Ohio is a \$47 billion industry.
- In 2021, visitors spent \$35 billion directly at hotels, restaurants, museums, attractions, campgrounds, marinas, retail shops, etc.
- These businesses spent an additional \$12 billion on goods and services, boosting nearly every other industry in Ohio. Top expenditures were in business services, finance and insurance, construction, manufacturing and agriculture.
- Those employed because of Ohio's travel economy spent an additional \$13.6 billion. This induced spending is in addition to the \$47 billion in direct and indirect spending.



**CREATES CAREER JOBS +
EMPLOYABLE OHIOANS**

**411,000 Ohio Jobs
Depend on a Strong
Ohio Travel Economy**

- Tourism in Ohio supports more than 411,000 jobs.
- More than half of these jobs are professional positions such as management, HR, technology, marketing, culinary, finance and many other professions. These in-demand jobs happen to work within the travel economy.
- Front-line and entry jobs make Ohioans employable through soft skill development and work experience. This creates stronger candidates for any industry.
- Those whose first job is in the travel industry make more money in their careers than those who start in nearly every other industry because of the soft skills learned.



**SUPPORTS OHIO AND
LOCAL COMMUNITIES**

**Generates \$4.1 Billion
in Local and State Tax
Revenue**

- Tourism-generated taxes contribute more than 10% of all tax revenues collected by the state.
- The Ohio travel economy generated \$4.1 billion in state and local taxes in 2021.
- These dollars support teachers, safety services, infrastructure investment, social services and other priorities.
- Many quality of life amenities that are important for Ohioans and for those seeking a new place to live, work and learn exist because visitor spending makes them fiscally sustainable.



**DESTINATION PROMOTION
DRIVES RESULTS**

**Promotion = More
Visitors = More \$ Spent
= More Tax Revenue**

- Promoting travel to Ohio is a strategic investment, resulting in additional tax revenues at all levels of government.
- For every marketing dollar spent by TourismOhio in 2022, there was an \$83 return in visitor spending and \$6 in taxes for the state.
- Those exposed to travel promotions are 55% more likely to book travel to the destination than consumers who don't see the ads. Not only are people more likely to book, but those who see travel advertising stay 81% longer and spend 41% more money in the destination.

SOURCES: Tourism Economics - Oxford Economics. (2022). *The Ohio Visitor Economy*; Ohio Department of Development. (2023). *TourismOhio: 2022 Year in Review*; U.S. Travel Association. (2017). *The Power of Destination Promotion*; U.S. Travel Association. (2019). *Made in America: Travel's Contribution to Workforce Development and Career Advancement*; Rocket Fuel. (2014). *Digital Tourism and Travel*; Ohio Department of Taxation. (2023). State and Permissive (Local) Sales & Use Tax Collections for Industries Related to Travel & Tourism, July 1, 2022 through December 31, 2022; Ohio Department of Taxation (2023) State and Permissive (Local) Sales & Use Tax Collections for July 1, 2022 through December 31, 2022, by Industrial Classification