

OHIO TOURISM WORKS



Support policies that grow the travel economy

WHAT'S THE ISSUE?

Ohio's travel economy is strong, growing and significant. The 219 million travelers to Ohio last year contributed \$44 billion to the Ohio economy, supporting jobs, businesses and communities. Although many think first of those businesses dealing directly with our guests (for example hotels, attractions, museums, restaurants and many others), they aren't the only ones benefitting from a strong travel economy. More than \$9 billion is spent by businesses directly involved in serving our guests each year on goods and services, supporting jobs in manufacturing, agriculture, financial services, real estate and more.

KEY POINTS

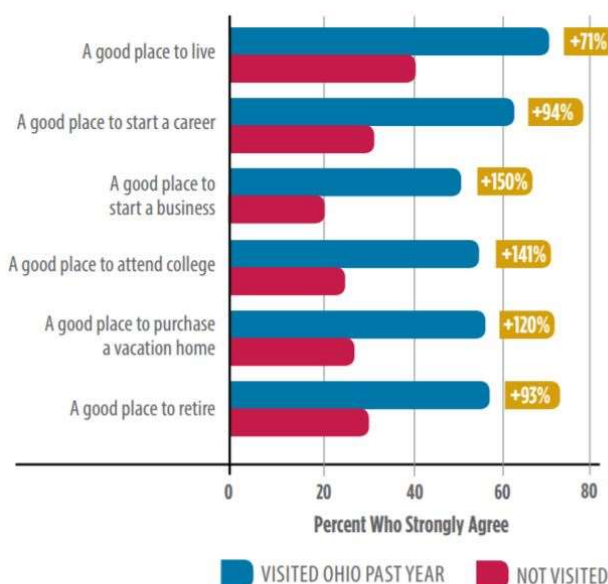
Travel creates jobs, and its businesses develop Ohio's workforce

- Traveler spending supported 428,000 jobs in 2017, up from 427,000 the previous year (Tourism Economics, 2018)
- More than half of these workers earn middle class wages and higher, with career paths such as management, marketing, sales, engineering, finance, executive chefs, landscapers, IT professionals, security chiefs, and so many more. (US Travel, 2012)
- Because they learn customer service and develop strong work ethics, those whose first jobs are in the travel industry earn more in their careers than those who begin in any other industry, other than financial services. (US Travel, 2012)
- Workers in the travel industry advance quickly, with 94% of US hotels reporting that new-hire hourly employees are eligible for promotion in their first year. (American Hotel & Lodging Association, 2016)

"Visitors are more than visitors. They are prospective students and employers,"

~ David Gilbert Destination Cleveland

Travel supports communities through tax revenue, economic development, quality of life and connecting our communities to the world



Source: Longwoods International. (2016). Destination Marketing and Economic Development: Creating a Singular Brand. Toronto.

- Tourism in Ohio generated \$3.35 billion in state and local taxes in 2017 and \$3.3 billion in federal taxes in 2017. In the absence of the state and local taxes generated by tourism, each Ohio household would need to pay an additional \$725 to maintain the current level of government services. (Tourism Economics 2017)
- One-third of new residents first visited communities as tourists," (US Travel, 2017)
- Those who have visited Ohio are more likely to think of Ohio as a good place to live, start a career, start a business, attend college, buy a vacation home or retire (Longwoods International 2016)
- Roughly half of all passenger demand for CLE is generated by visitors. These are leisure travelers added to the demand of business travelers and others. Together, this demand creates new opportunities for airline investments and companies in the region (Oxford Economics 2014)