The Economic Impact of Tourism in the Lake Region of Ohio

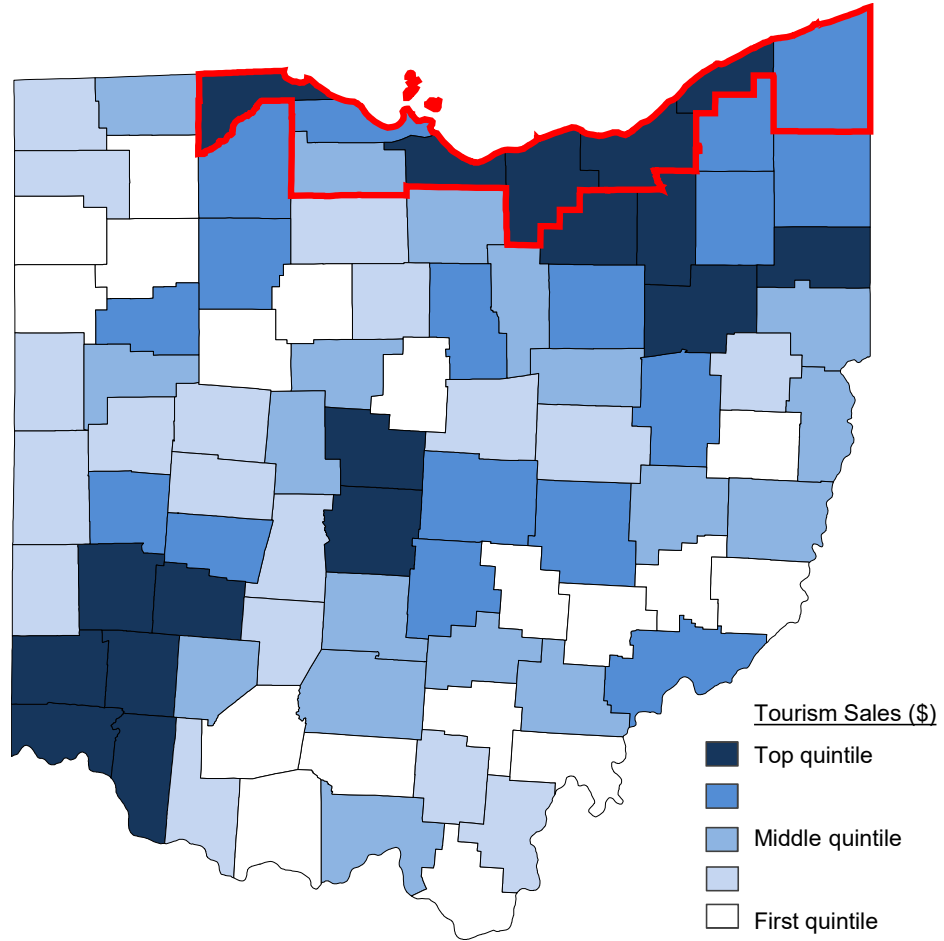June 2018

TOURISM ECONOMICS

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Lake Region tourism summary

Total Tourism Impact	
Lake Region, Ohio	
Sales	$15.1 billion
Wages	$4 billion
Taxes	$1.9 billion
Employment	127,852

Lake Region
in Red

Tourism Sales ($)

Top quintile

Middle quintile

First quintile

| Tourism Economics

Overview

| **1** | Tourism drives jobs in the Lake Region |

- Tourism is an integral and driving component of the Lake Region economy, sustaining 9.0% of private employment.

| **2** | Visitor spending brings in dollars to the local economy |

- Visitors to the Lake Region generated business sales of $15.1 billion, directly and indirectly, in 2017.

| **3** | Tourism benefits are diverse |

- The benefits of tourism span across various industries, including transportation, recreation, retail, lodging, and food & beverage.

Lake Region Detail

Tourism sales trends

| Recent Trends in Tourism Sales (Output)			
	2015	2016	2017
Lake Region Direct Sales Trends:			
Sales volume ($mils)	9,301.9	9,724.2	10,029.5
Sales growth, % change	4.8%	4.5%	3.1%
Sales trends for the wider region and state:			
Ohio sales growth, % change	4.9%	3.6%	3.5%

Tourism sales

Visitors generated $15.1 billion in business activity in the Lake Region in 2017.

Tourism Sales (Output)			
(US$)			
	Direct*	Indirect	Induced	Total
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Agriculture, Fishing, Mining	-	71.3	28.7	100.0
Construction and Utilities	-	190.5	76.7	267.3
Manufacturing	-	537.8	263.4	801.3
Wholesale Trade	-	44.3	29.3	73.6
Air Transport	295.6	5.4	4.6	305.6
Other Transport	1,093.5	152.9	58.3	1,304.7
Retail Trade	2,963.1	24.0	318.2	3,305.3
Communications	-	139.5	65.9	205.4
Finance, Insurance and Real Estate	298.3	556.3	418.7	1,273.3
Business Services	-	639.2	192.0	831.3
Education and Health Care	-	2.9	476.2	479.0
Recreation and Entertainment	1,879.1	55.1	41.7	1,975.9
Lodging	1,078.3	13.5	12.5	1,104.3
Food & Beverage	2,421.6	43.7	130.4	2,595.7
Personal Services	-	68.4	115.0	183.4
Government	-	60.8	282.3	343.1
TOTAL	10,029.5	2,605.5	2,514.1	15,149.2

# Tourism Sales By Industry

$ Millions
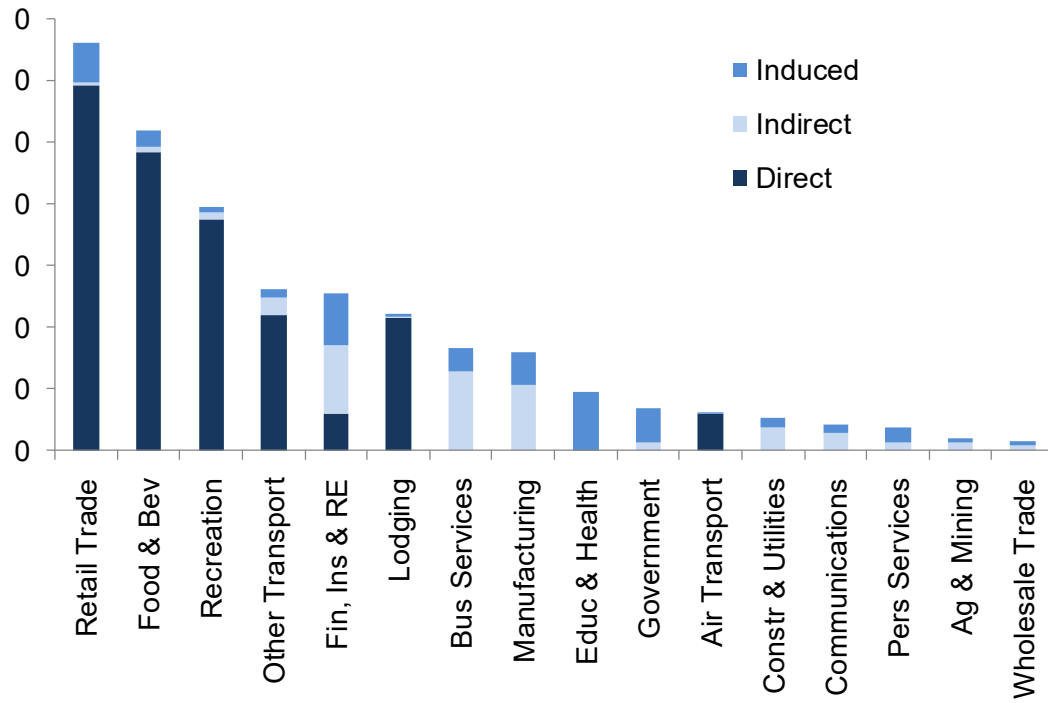
Tourism employment

Tourism supports 1 in every 11 jobs in the Lake Region.

Tourism Employment				
	Direct	**Indirect**	**Induced**	**Total**
Agriculture, Fishing, Mining	-	707	266	973
Construction and Utilities	-	524	120	644
Manufacturing	-	1,023	449	1,472
Wholesale Trade	-	171	112	283
Air Transport	1,359	15	15	1,389
Other Transport	9,414	1,334	484	11,232
Retail Trade	12,395	830	3,497	16,721
Communications	-	482	180	663
Finance, Insurance and Real Estate	1,338	2,596	1,509	5,444
Business Services	-	5,125	1,536	6,662
Education and Health Care	-	52	4,457	4,508
Recreation and Entertainment	21,864	1,031	566	23,461
Lodging	13,072	157	135	13,364
Food & Beverage	35,704	738	2,031	38,473
Personal Services	-	646	1,506	2,152
Government	-	269	142	411
TOTAL	95,147	15,702	17,004	127,852

Tourism employment

Tourism Employment By Industry
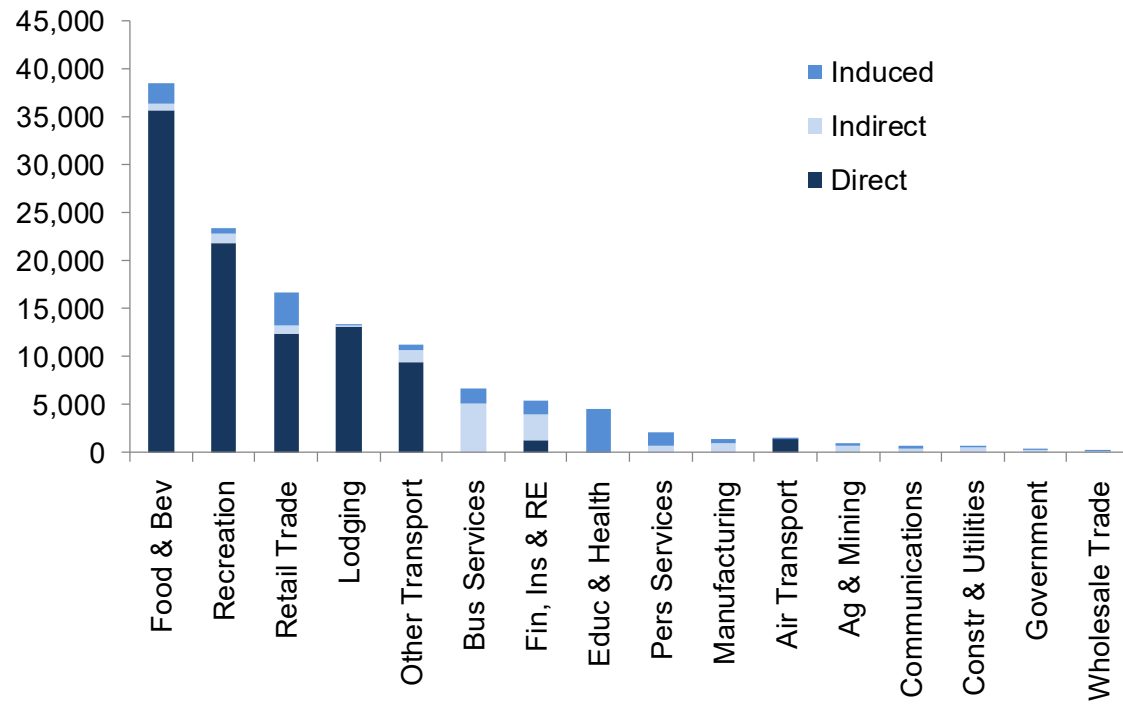
Tourism income

Tourism generated personal income of $4.0 billion in 2017.

Tourism Income (Compensation)			
(US$)			
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	18.3	8.2	27
Construction and Utilities	-	52.8	18.6	71
Manufacturing	-	70.3	32.7	103
Wholesale Trade	-	12.7	9.5	22
Air Transport	89.2	1.8	1.6	93
Other Transport	282.8	76.0	27.2	386
Retail Trade	239.9	27.4	111.1	378
Communications	-	33.5	13.1	47
Finance, Insurance and Real Estate	37.4	106.4	75.7	219
Business Services	-	278.3	83.3	362
Education and Health Care	-	1.3	221.1	222
Recreation and Entertainment	765.1	20.7	15.6	801
Lodging	375.6	5.0	4.1	385
Food & Beverage	706.2	14.6	40.2	761
Personal Services	-	25.2	44.7	70
Government	-	18.8	8.6	27
TOTAL	2,496.2	763.2	715.3	3,975

Tourism Earnings By Industry

$ Millions

Legend:
- Induced
- Indirect
- Direct

Categories: Recreation, Food & Bev, Other Transport, Lodging, Retail Trade, Bus Services, Educ & Health, Fin, Ins & RE, Manufacturing, Air Transport, Constr & Utilities, Pers Services, Communications, Government, Ag & Mining, Wholesale Trade
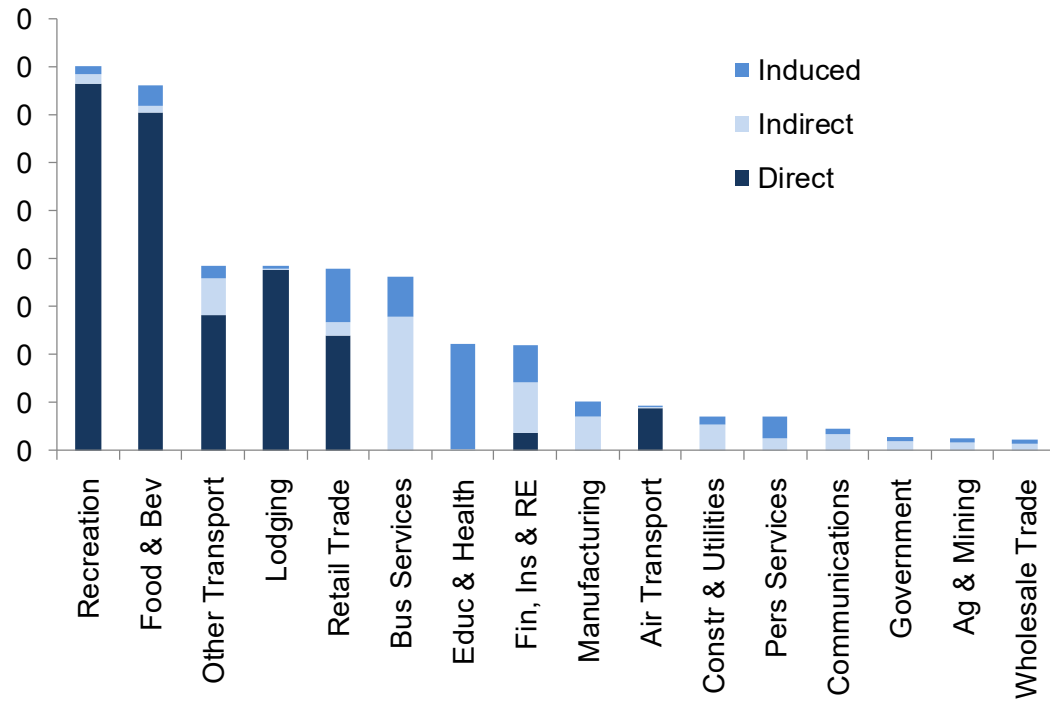
Tourism tax generation

Tourism generated $1.9 billion in taxes in 2017, including $1.0 billion in state and local taxes.

Tourism-Generated Taxes (US$ Millions)	
	Total
Federal Taxes	952.4
State Taxes	572.5
Local Taxes	390.2
TOTAL	1,915.0

Methodology notes

County level economic impact estimates are derived from the State of Ohio tourism economic impact report, also produced by Tourism Economics. Visitor spending estimates are based on several sources including:

- Visitor profile and spending estimates from Longwoods International, an international consumer research firm.

- STR data on hotel metrics including room demand, revenues, and occupancy rates.

- Statistics Canada data on spending in Ohio.

- Office of Travel & Tourism Industries estimates of overseas visits to Ohio.

- Sales tax data on lodging, retail, recreation sectors available from the Ohio Department of Taxation

- Local lodging tax data collected directly from the counties.

Economic data are compiled by industry at the county level, from the Bureau of Economic Analysis and Bureau of Labor Statistics. These provide industry detail on employment, value added, and wages by industry.

The economic impact analysis uses an IMPLAN (www.implan.com) input-output model for the state of Ohio which tracks spending by visitors to industries and among industries and households. This estimates indirect (supply chain) impacts and induced (income effect) impacts as wages are spent in the state economy.

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About Tourism Economics

Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of tourism dynamics with rigorous economics in order to answer the most important questions facing destinations, developers, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, tourism forecasting models, tourism policy analysis, and economic impact studies.

With over four decades of experience of our principal consultants, it is our passion to work as partners with our clients to achieve a destination's full potential.

Oxford Economics is one of the world's leading providers of economic analysis, forecasts and consulting advice. Founded in 1981 as a joint venture with Oxford University's business college, Oxford Economics enjoys a reputation for high quality, quantitative analysis and evidence-based advice. For this, it draws on its own staff of more than 200 professional economists; a dedicated data analysis team; global modeling tools, and a range of partner institutions in Europe, the US and in the United Nations Project Link. Oxford Economics has offices in London, Oxford, Dubai, Philadelphia, and Belfast.

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