



**THE HEART  
OF IT ALL™**

[Ohio.org](http://Ohio.org)



## TOURISM IS NOT JUST BIG FUN, IT'S BIG BUSINESS!

The 2023 economic impact of tourism in Ohio included:



**238M**  
VISITS



**48M**  
OVERNIGHT  
VISITS



**436K**  
TOURISM-  
SUPPORTED JOBS



**84%**  
of overnight visitors are  
likely to visit Ohio again  
in the next 12 months.



**\$56B**  
VISITOR SPENDING +  
INDIRECT BUSINESS  
SALES



**\$4.6B**  
STATE AND LOCAL  
TAXES GENERATED

Each household would need to be taxed an additional \$875 to replace the visitor-generated taxes received by state and local governments.

*Data sourced from: Tourism Economics and Longwoods International. TourismOhio reports tourism industry values using direct and indirect impacts. Visitor spending and visitation includes domestic and international.*



**Department of  
Development**

Mike DeWine, Governor  
Jon Husted, Lt. Governor

Lydia Mihalik, Director