

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

In 2024, tourism had a significant economic impact on Ohio, including:



\$57B

VISITOR SPENDING +
INDIRECT BUSINESS SALES



242M
VISITS



48M
OVERNIGHT VISITS



93%
of overnight visitors are
likely to visit Ohio again
in the next 12 months.



443K
TOURISM-
SUPPORTED JOBS



\$4.7B
STATE AND LOCAL
TAXES GENERATED

Each household would need to be taxed an additional \$983 to replace the visitor-generated taxes received by state and local governments.

Data sourced from Tourism Economics and SMARI. TourismOhio reports tourism industry values using direct and indirect impacts. Visitor spending and visitation include domestic and international.



**Department of
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