

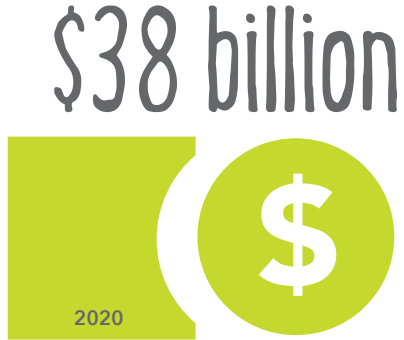
TourismOhio

2020 Tourism Economic Impacts



find it here.
ohio.org

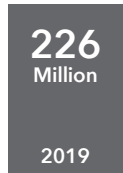
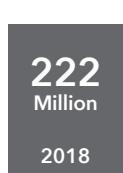
Visitor Spending



Estimated direct visitor spending of \$28.9 billion generated approximately \$38 billion in sales. Compared to 2019, visitor spending was down 20% in Ohio, 20% down in the Midwest and down 15% nationally.

Tourism Visits

201 million



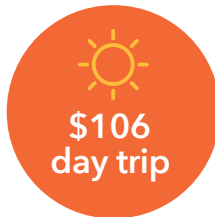
Compared to 2019, visits to Ohio were down 11% and the national average of visits were down 15%.

Tourism Supported Jobs

378,000

Compared to 2019, the number of industry supported jobs was down 12%.

Average Spending Per Person



Not just big fun, big business.

Data sourced from: Tourism Economics
TourismOhio reports tourism industry values using direct and indirect impacts.

About TourismOhio



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Visitor Spending



accommodation



food & beverage



retail



entertainment/rec



local transportation



air transportation

Total Impacts

supply-side effects

goods & services purchased

production



indirect effects

jobs

household purchases

household tax impacts

wages



induced effects

taxes

Source: Tourism Economics

Vision:

Ohio is a destination of choice, enriching lives through authentic travel experiences.

Mission:

Aggressively position Ohio as a travel destination and support Ohio's tourism industry to drive economic prosperity throughout the state.

The brand focus is to inspire meaningful, deep connections and memories through Ohio's activities and attractions. It reinforces the **joy, happiness & excitement** people experience in Ohio.

Consumer Engagement:



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Ohio Travel Guide

Ohio

Development Services Agency

Mike DeWine, Governor
Jon Husted, Lt. Governor

Lydia L. Mihalik, Director

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