$58B

Visitor Spending + Indirect Business Sales







Visitors spend an average of:

$124 on day trips

$409 on overnight stays

Tourism fuels Ohio's economy driving growth, community strength, and statewide pride.

245M VISITS



Visiting friends and family drives 33% of Ohio trips, but 25% of these visitors don't engage in activities. Helping hosts share things to do boosts satisfaction from 92% (one activity) to 97% (three activities).

Seasonal event guides, trails, and the Ohio Travel Guide help residents be great hosts!

49M OVERNIGHT VISITS



The Host with the Most (Rooms!) campaign turned local lodging into "extra bedrooms" during the holidays, engaging 150+ partners and generating $73k in bookings and 500+ room nights.

54% of visitors coming to see friends or relatives stay in hotels.

447k TOURISM-SUPPORTED JOBS



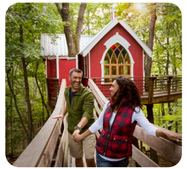
Every visit supports real people and places in all 88 counties!

Ohio's Adventure Trails connect visitors with small businesses and local experiences:

- **Ice Cream Trail: 195 scoop shops**
- **Holiday Lights Trail: 79 stops**
- **NEW! Corn Maze Trail: 46 partners**

93%

of Overnight Visitors Plan to Return within 12 Months







95%
of overnight visitors were satisfied

87%
of overnight visitors would recommend Ohio

Tourism creates places and experiences people love and want to visit again!

$4.8B

STATE & LOCAL TAXES GENERATED

Follow us on social @OhioTheHeartofitAll









Tourism improves quality of life and saves households money—each would pay an extra $989 in taxes without visitor-generated revenue.

75% of residents agree tourism benefits the state, though many underestimate its personal impact.

Stay in touch:

Register for TourismOhio's industry newsletter at Ohio.org/industry

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Ohio.org

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

OHIO TOURISM ECONOMIC IMPACT 2025

