

GUIDE



BOOK

DESTINATION
Cleveland[®]

A stylized graphic of a flag with a dark, speckled texture. The flag is divided into two horizontal sections. The top section is a darker shade and contains the word "EAST" in large, bold, white, sans-serif capital letters. The bottom section is a lighter shade and contains the word "SIDE" in the same font style. The flag has a simple pole on the left side.

EAST

SIDE

**THERE ARE
TWO SIDES
TO EVEN
THE BEST
STORIES.**

Cleveland



EXPLORE THE LAND. SHARE THE LOVE.

THE ESSENCE OF THIS TOWN IS ROOTED IN SPORTS, CULTURE AND ROCK 'N' ROLL. THE WORLD NEEDS TO KNOW. AND THE MESSAGE NEEDS TO COME FROM YOU.

USE THIS BOOK TO HIT UP PLACES IN YOUR OWN BACKYARD THAT YOU'VE NEVER BEEN AND NEVER THOUGHT TO TRY. TAKE A CHANCE TO EXPLORE YOUR OWN HOMETOWN LIKE A TOURIST, AND THEN USE THOSE EXPERIENCES TO INVITE OUT-OF-TOWN VISITORS FOR A CLE GETAWAY.

GET TO KNOW CLEVELAND. THEN SHOW OUTSIDERS WHAT THEY'RE MISSING.

INVITE THEM TO THE LAND BY TAGGING PICTURES OF THE CLEVELAND PLACES YOU WANT THEM TO SEE USING #VISITMEINCLE.

SPORTS/OUTDOOR

FOR THE
WIN

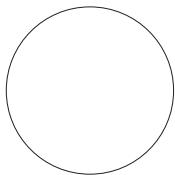
So many ways to get your game on in Cleveland. You can hit the links or run in a city park. Or head to The Q to see the Cavs defend their home court.

For the first time, I tried...

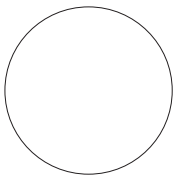
I'll be back for...

I'll wake up sore from...

For the first time, I tried...



Best street art...

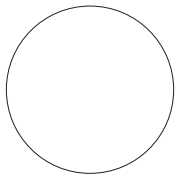


I didn't realize...

CULTURE

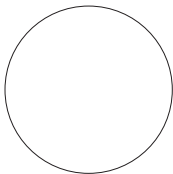
IT RUNS DEEP

Tap into Cleveland's world-class culture with the finest bevs and bites, historic haunts or by adding some Bach to your rock. Taste the food. Feel the arts. Learn the history.

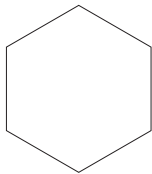


Favorite piece of art:

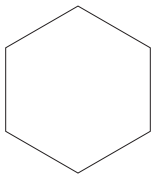
By:



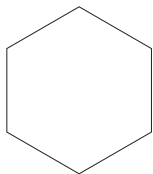
Most surprising cultural influence:



*Something I
learned today
and not in
history class...*



*My favorite
story was...*



*I was
surprised by...*

BITES AND BEVERAGES

LOCATION	STAMP	FOR THE FIRST TIME, I TRIED...
LOCATION	STAMP	THE BEST THING I ATE...
LOCATION	STAMP	CAN'T WAIT TO COME BACK FOR...

BITES AND BEVERAGES

SEAL OF APPVL.	ESTABLISHMENT	NAME OF DRINK



LONG LIVE **ROCK**

*Often sold out, but never sellouts. That's how we roll.
Take a trip to the Rock Hall or take in a live show.*

STAPLE YOUR WRISTBAND TO ITS TILE AND FOLD IT UP TO KEEP AFTER CLOSING TIME.

NAME OF VENUE

NEVER BEEN HERE BEFORE

I ROCKED OUT TO

MOST UNEXPECTED GENRE



Destination Cleveland has one of the best jobs in the city: we get to spend all day helping more people discover the real Cleveland. Destination Cleveland is a private non-profit destination marketing and management organization (DMMO) whose mission is to drive economic impact and stimulate community vitality for Cleveland through memorable leisure, convention and business travel experiences.

On top of that, we're constantly looking at ways to improve the narrative surrounding our city. One way we do that is by ensuring that locals are checking out all the great stuff happening right here in their hometown.

To learn more about our organization, visit

THISISCLEVELAND.COM.

*#VisitMeIn***CLE**

*Don't forget to share the experiences you have in The Land with those who don't live here. Invite your friends and family from out of town to visit, so they can see there's more to Cleveland than what they've heard. Tag them on social media in the photos of the Cleveland places you want them to see using *#VisitMeIn***CLE**.*

DESTINATION
Cleveland[®]

 @THISISCLE  @THECLE

THISISCLEVELAND.COM