

A wide-angle photograph of the Cleveland skyline, featuring prominent skyscrapers like the Terminal Tower and the Shaker Square Tower. The city is viewed from across a body of water, with a sandy beach and green trees in the foreground. The sky is blue with scattered white clouds.

ClevelandSM
**2013 CONVENTION &
LEISURE TOURISM**
Metrics Report

WITHOUT A DOUBT, 2013 WAS THE GATEWAY YEAR FOR CONVENTION AND LEISURE TOURISM PUNCTUATED BY THE *16.2 million visitors* TO CUYAHOGA COUNTY, *\$7.4 billion in economic impact* AND THE AFFIRMATION THAT DOWNTOWN WILL OFFER *nearly 5,000 hotel rooms* BY 2016.

Positively Cleveland is proud to be a part of a community that has worked hard to build Cleveland's new and vastly improved visitor package. With last year's opening of the Cleveland Convention Center and the announcement of six new hotels including a connected 600-room convention center hotel, meeting planners and visitors alike are beginning to pay attention.

But, our work at Positively Cleveland continues as we collaborate with partners, stakeholders, civic and business leaders to improve Cleveland's image and the visitor experience. With a goal of driving economic impact through the travel and tourism industry, Positively Cleveland aims to add more jobs and dollars to Cleveland's economy by attracting more visitors to Cleveland.

We look forward to partnering with you as we continue to grow Cleveland's travel and tourism industry together.

- David Gilbert
President & CEO, Positively Cleveland

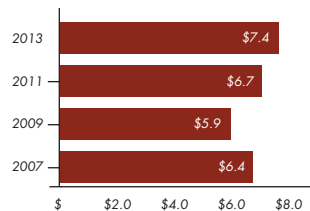


CUYAHOGA COUNTY TOURISM & THE ECONOMY

Travel and tourism's economic impact in Cuyahoga County increased across the board. Particularly noteworthy is the **6.7%** increase in economic impact, and visitor volume which increased by **3.8%**.

2013 TRAVEL & TOURISM ECONOMIC IMPACT

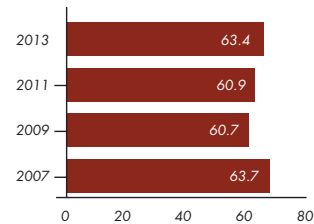
(\$ Billions)



Source: 2013 Cuyahoga County Economic Impact Study, July 2014

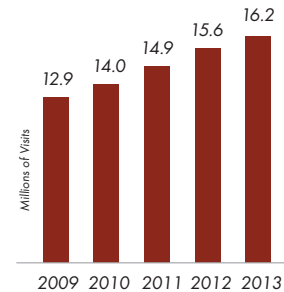
2013 TRAVEL & TOURISM JOBS

(Millions)



2013 VISITOR VOLUME

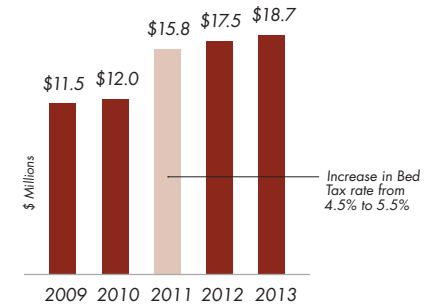
(Millions of Visits)



Source: 2013 D.K.Shifflet Cuyahoga County Visitor Volume Report, May 2014

2013 HOTEL BED TAX

(\$ Millions)

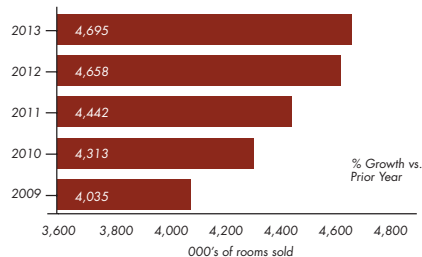


Source: Cuyahoga County (accounted for on an accrual basis)

HOTEL MARKET COMPARISON

The number of hotel rooms sold in Cleveland in 2013 grew by **1.0%**, a result driven primarily by hotels in Cleveland's east side suburbs.

CLEVELAND HOTEL ROOMS SOLD 2009-2013



Source: STR Report, December 2013

2013 HOTEL OCCUPANCY RATES

City	2013 Occ %	2012 Occ %	% Increase
U.S.	62.3%	61.3%	1.5%
Nashville	68.8%	65.3%	5.4%
Pittsburgh	66.1%	67.6%	-2.2%
Detroit	62.4%	61.7%	1.2%
Columbus	61.8%	61.9%	0.0%
Indianapolis	61.4%	59.4%	3.4%
Cleveland	61.4%	60.7%	1.1%
Kansas City	58.6%	57.1%	2.6%
Cincinnati	58.0%	56.2%	3.2%

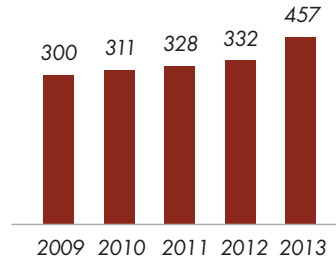
Source: STR Report, December 2013



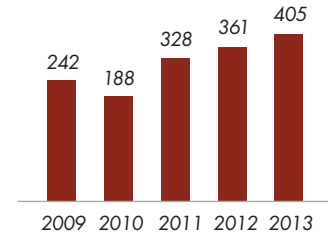
MEETINGS & CONVENTIONS

In 2013, Positively Cleveland's Meetings and Conventions Sales Team generated a record-breaking number of sales leads. As a result of the continued partnership with the sales teams at the I-X Center, the new Cleveland Convention Center, Public Auditorium and area hotels, there were 457 leads for meetings and conventions interested in Cleveland – an increase of almost **40%** since 2012.

2013 MEETINGS & CONVENTIONS SALES LEADS



2013 MEETINGS & CONVENTIONS SERVICED

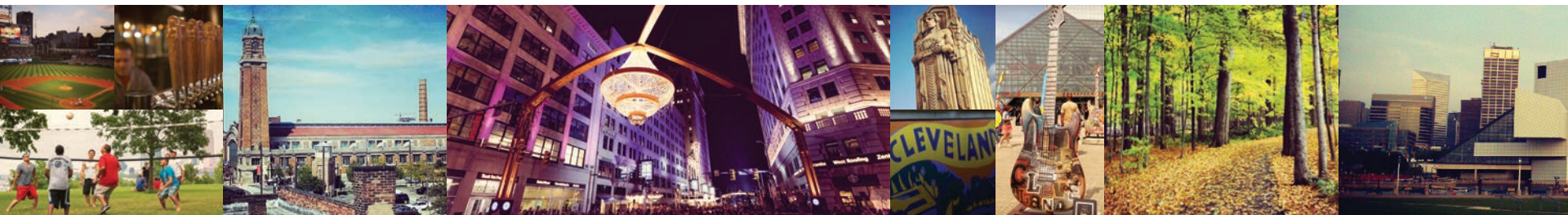


2013 CITYWIDE CONVENTIONS BOOKED

Convention Name	Year(s)	# of Attendees	Requested Rooms	Estimated Economic Impact \$'s
Council on Foundations	2014	1,300	4,219	\$1,528,800
BFG Supply Company	2013-16	1,500 annually	3,315 annually	\$1,764,000 annually
Content Marketing Institute	2014	1,900	2,787	\$2,080,000
Society of American Archivists	2015	1,500	2,775	\$1,448,800
International Economic Development Council	2016	1,200	2,625	\$1,873,200
Cleveland Clinic Patient Experience	2014	850	2,206	\$364,560
Regional Airline Association	2015	900	2,170	\$1,404,900

NOTABLE MEETINGS/CONVENTIONS ACCOMPLISHMENTS:

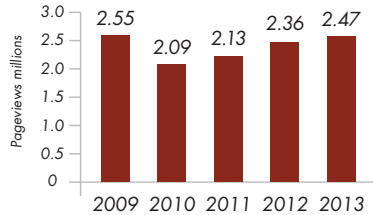
- In 2013, the Positively Cleveland Meetings and Conventions Sales Team hosted 65 meeting planners - many of whom had never been to Cleveland - and exceeded the 2012 goal by almost **10%**.



MARKETING & COMMUNICATIONS

Positively Cleveland's website page views increased by **5%** since 2012. Also noteworthy, the number of unique visitors to the website increased by **25%**.

2013 POSITIVELY CLEVELAND WEB PAGEVIEWS



Positively Cleveland's PR Team saw travel and tourism articles written on the city increase by **16%**, due in part to the 90 travel writers hosted in 2013. Earned publicity value also increased by **8%** because of significant placements in *USA Today*, *Forbes*, *Smart Meetings*, *PCMA Convene*, *Midwest Living* and other publications with significant reach and influence.

2013 EARNED MEDIA RESULTS

	2013	2012	% Change
Hosted Writers	90	78	+15%
Travel & Tourism Articles	1,123	965	+16%
Earned Media Publicity Value	\$5.3 million	\$4.9 million	+8%

NOTABLE MARKETING ACCOMPLISHMENTS:

- *Successful Meetings* identified Positively Cleveland's Twitter account as one of the "Top 5 CVB Twitter Accounts to Follow" within the U.S.
- Ohio Travel Association (OTA) awarded Positively Cleveland's *2013 LGBT Visitors Guide* a RUBY Award for "Best-in-Class Guide Planner" in the state of Ohio.



DESTINATION CLEVELAND SUMMIT OUTCOME UPDATES

**CONNECTIVITY +
WAYFINDING**

**FIRST IMPRESSIONS
+ HOSPITALITY**

**ATTRACTION
BUNDLING +
PACKAGING**

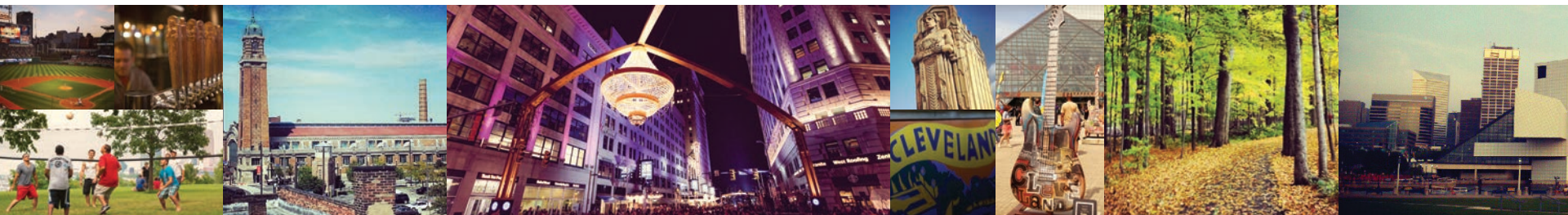
**LOCALS AS
AMBASSADORS**

**PUBLIC
TRANSPORTATION**

**SIGNATURE
EVENTS**



OUTCOME	UPDATE										
<p><i>Connectivity & Wayfinding</i></p>	<p>Positively Cleveland completed two comprehensive and inter-related connectivity implementation plans (Wayfinding Master Plan and Curb Appeal Plan) by working collaboratively with Applied and LAND Studio. These plans ensure a seamless visitor experience between all of Cleveland's world-class destinations through enhanced landscaping, public art, streetscape elements, lighting, pedestrian signage, digital kiosks, transit information, consistent mapping, mobile apps and more.</p>										
<p><i>First Impressions & Hospitality</i></p>	<p>Positively Cleveland trained more than 900 participants through its CLE Travelbackers program. These participants represented more than 55 organizations who embraced the program's objective of enhancing visitor experiences.</p> <p>Learn more at CLETravelbackers.com.</p> <p>Additionally, Positively Cleveland provided personal guidance to more than 20,000 Cleveland visitors through its four primary touchpoints:</p> <table border="1" data-bbox="1373 696 1696 861"> <thead> <tr> <th>Communication Channel</th> <th>Visitors</th> </tr> </thead> <tbody> <tr> <td>Visitors Center</td> <td>18,439</td> </tr> <tr> <td>Phone</td> <td>1,506</td> </tr> <tr> <td>LiveChat</td> <td>387</td> </tr> <tr> <td>Email</td> <td>342</td> </tr> </tbody> </table>	Communication Channel	Visitors	Visitors Center	18,439	Phone	1,506	LiveChat	387	Email	342
Communication Channel	Visitors										
Visitors Center	18,439										
Phone	1,506										
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<p><i>Locals as Ambassadors</i></p>	<p>Positively Cleveland engaged with nearly 100 passionate local residents through its volunteer CLE Ambassadors Program. These volunteers offered their valued time to enhance visitor experiences through Pop-Up Welcome Parties, Roadway Cleanups and Tours during the National Senior Games. Join in at ThisisCleveland.com/local.</p>										



POSITIVELY CLEVELAND ORGANIZATIONAL WINS

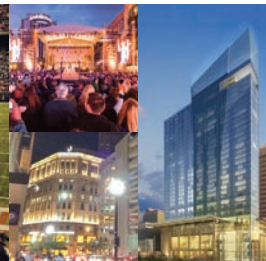
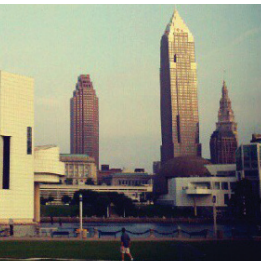
Improved Partnerships Program Satisfaction: Positively Cleveland successfully completed the conversion to its new Partnership Program designed to create a community of partners aligned with the CVB's mission. A post-conversion poll showed that **94%** of partners responded that they are now either "satisfied" or "very satisfied" with their partnership.

Launched Hospitality Star Award: Positively Cleveland's Hospitality Star Award is provided to frontline staff who are recognized by their peers as going above and beyond to provide outstanding customer service to visitors. The 2013 winners were Mr. Tracy Johnson from the Rock and Roll Hall of Fame and Museum and Ms. Kim Valentine from Blue Point Grille.

Positively Cleveland's Strategic Plan 2013-2015 Completed: In May 2013, Positively Cleveland and a special committee of its Board of Directors completed a three-year strategic plan for the organization. Positively Cleveland identified five goals that will be achieved by year-end 2015.

POSITIVELY CLEVELAND'S STRATEGIC PLAN GOALS FOR 2013-2015:

1. Enhance Destination & Visitor Experience
2. Improve Perceptions
3. Increase Travel Volume
4. Grow Understanding & Support of the Travel and Tourism Industry
5. Build Organizational Capacity & Reputation



*Cleveland*SM

POSITIVELY CLEVELAND'S MISSION IS TO *drive economic impact* **AND** *stimulate community vitality* **FOR GREATER CLEVELAND THROUGH** *leisure and business travel.*