



METRICS 2015 CONVENTION + LEISURE TOURISM REPORT

"A COMEBACK FUELED BY ART, CULTURE, AND KING JAMES."
- NEW YORK TIMES

Community friends, partners and colleagues:

From the Cavs championship and the successful hosting of the Republican National Convention to beautiful renovations of public spaces and new hotels and restaurants, Cleveland's upward momentum—particularly in the travel and tourism industry—is only getting more exciting.

As we look back, 2015 was a year of evolution for the city. And people took notice, wanting to be a part of it and discover Cleveland for themselves. We saw continued growth in nearly every metric, including a total of 17.6 million visitors last year (an increase of 3.7 percent over 2014), and about 65,900 travel and tourism jobs in Cuyahoga County.

Travel and tourism is helping to grow the region's economy by showcasing Cleveland to consumers through leisure and business travel. In regard to long-term economic impact, we know through research that those who move to a new city likely had a favorable experience visiting that city in the past.

Our team has been working passionately with civic, private and public organizations and partners not only to shift perceptions, but also to improve the visitor experience. A special thank you goes to the Destination Cleveland Board, partners, and community stakeholders for your help and support in changing the narrative about Cleveland.

We look forward to working with you all and continuing to show the world what makes Cleveland a great city.

We've already made history. Join us in forging our future.

Sincerely,

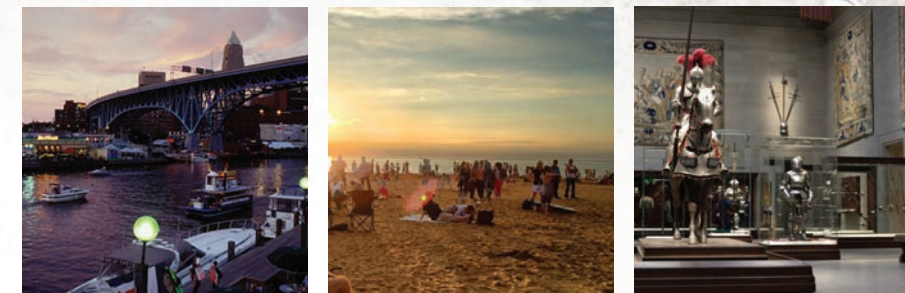
David Gilbert
President/CEO, Destination Cleveland

Daniel Walsh Jr.
CEO, Citymark Capital
Chairman, Board of Trustees, Destination Cleveland

USA TODAY NAMES CLEVELAND MUSEUM OF ART ONE OF THE "TOP 20 MUSEUMS IN THE U.S."

TRAVEL + LEISURE NAMES CLEVELAND NUMBER 9 ON "AMERICA'S BEST CITIES FOR FESTIVALS"

TIME.COM LISTS CLEVELAND NUMBER 7 ON "AMERICA'S BEST FOOD CITIES"

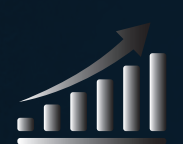


"I'VE WATCHED CLEVELAND CLIMB. IT IS SO SPECTACULAR WHAT HAS HAPPENED." - AL ROKER

CLEVELAND TRAVEL + TOURISM: A GROWTH INDUSTRY



17.6 MILLION
VISITORS



\$8.1 BILLION
IN TOTAL ECONOMIC IMPACT



5 MILLION
HOTEL ROOMS SOLD

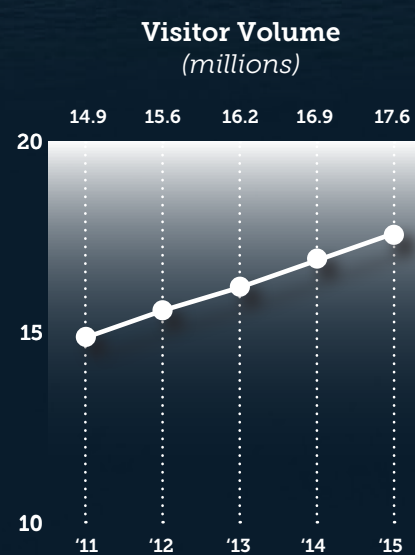


65.9 THOUSAND
TRAVEL + TOURISM INDUSTRY JOBS

CUYAHOGA COUNTY TOURISM + THE ECONOMY

VISITOR VOLUME

The Cuyahoga County travel and tourism industry increased visitor volume by **3.7 PERCENT** to **17.6 MILLION** in 2015, the highest number on record and outperforming the U.S. growth rate since 2011.*



Source: DK Shifflet and Tourism Economics

ECONOMIC IMPACT

The Cuyahoga County travel and tourism industry's total economic impact numbers rose consistently year over year for the past five years, reaching a high of **\$8.1 BILLION** in 2015. In addition, the industry supported **8.1 PERCENT** of Cuyahoga County jobs and elicited more than **\$1 BILLION** in sales tax.

CUYAHOGA COUNTY TOURISM ECONOMIC DRIVERS

	2011	2013	2015
Total economic impact (billions)	\$ 6.7	\$ 7.4	\$ 8.1
Tourism sales tax generated (billions)	\$ 0.89	\$ 0.97	\$ 1.04
Travel and tourism jobs	60,900	63,400	65,900

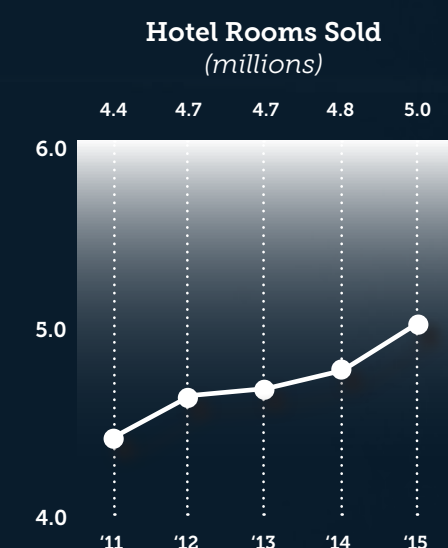
Source: 2011-2015 State of Ohio and Cuyahoga County Bi-annual Economic Impact Study

*Percentage increase is a reflection of exact visitor volume figures versus rounded figures provided in the chart. Exact visitor volume for 2014 is 16.93 and 17.56 for 2015.

CLEVELAND HOTEL PERFORMANCE

More than **5 MILLION** hotel rooms were sold in 2015, reflecting a **5.2 PERCENT** increase over 2014, the largest percent increase in the past five years.

Downtown Cleveland's number of rooms sold grew by **10.4 PERCENT** over 2014 and exceeded the U.S. growth rate of 2.9 percent.



Source: 2011-2015 STR Report

HOTEL MARKET COMPARISON

2015 HOTEL OCCUPANCY RATES

	2014 Occ %	2015 Occ %
Cleveland hotel occupancy rates grew 1.9 percent due to the increase in hotel rooms sold outpacing the growth in the number of hotel rooms available.		
U.S.	64.4	65.6
Cleveland	61.2	63.1
Cincinnati	60.7	63.5
Columbus	63.1	65.0
Pittsburgh	67.4	65.1
Kansas City	63.2	65.2
Indianapolis	64.7	65.4
Detroit	65.1	65.8
Nashville	71.9	73.5

Source: December 2015 STR Report

MEETINGS + CONVENTIONS

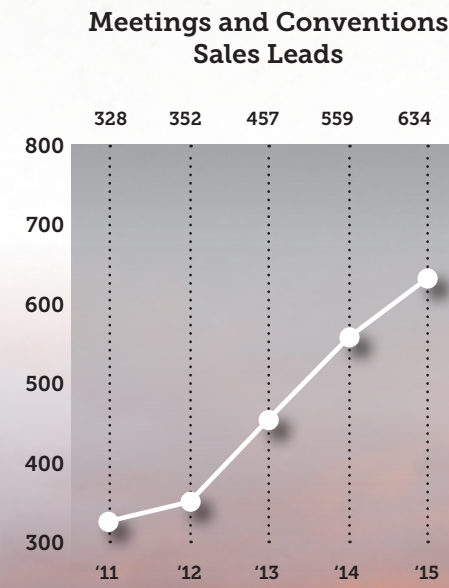
Meeting and convention planners are continuing to choose Cleveland as their host city at a growing rate. These increases can be attributed in large part to Destination Cleveland's partnerships with the Huntington Convention Center of Cleveland, Public Auditorium, the I-X Center and area hotels.

2015 NOTABLE CITY WIDE CONVENTIONS BOOKED

CONVENTION NAME	YEAR	# OF ATTENDEES	REQUESTED ROOM NIGHTS	ESTIMATED ECONOMIC IMPACT
Content Marketing World	2016	3,500	5,930	\$ 3,122,000
United States Bowling Congress	2017	2,000	10,250	\$ 3,122,000
National Precast Concrete Association	2017	1,000	4,683	\$ 1,140,720
Experient - Envision	2017	600	2,030	\$ 705,600
Health Physics Society Annual Meeting	2018	2,000	2,865	\$ 2,116,800
Ancient Accepted Scottish Rite Free-Masonry	2021	2,000	4,220	\$ 1,561,000

SALES LEADS

In 2015, Destination Cleveland generated **634** convention leads, a more than **13 PERCENT** increase over 2014 and the highest in the CVB's history. The number of "definite" room nights were at more than **171,700**.



220 MEETINGS and CONVENTIONS
serviced in 2015

DESTINATION DEVELOPMENT + COMMUNITY AFFAIRS

In 2015, the Destination Development team continued to collaborate with the community, industry and stakeholders on several projects aimed at strengthening our region as a destination and enhancing the visitor experience.

LOCALS AS AMBASSADORS

- Hosted 200 local young professionals at YP CLE Ambassadors Summit
- Launched **#ThisisCLE** Summer Challenge bucket list, featuring 10-15 Cleveland destinations curated by locals

CONNECTIVITY AND WAYFINDING

- Produced new print and digital maps of Cleveland and its neighborhoods to seamlessly align with the physical signage
- Downtown's new pedestrian wayfinding system: 27 signs installed in 2015

REDESIGNED CLEVELAND VISITORS CENTER

- Enhanced the experiences of 20,000+ annual visitors through CLE Concierge services

CLE TRAVELBACKERS PROGRAM

- Trained 400+ new front-line staff on Cleveland as a destination (1,600 since program launched in 2013)
- Enhanced program to include less time away from work, lower cost and RNC-related content
- Hosted nine Discovery Events for front-line staff to experience visitor-related destinations in Northeast Ohio

EXPERIENCING CUYAHOGA COUNTY

- Added Cuyahoga County communities to www.thisiscleveland.com, highlighting more of our region for visitors

Destination Cleveland's mission is to **DRIVE ECONOMIC IMPACT and STIMULATE COMMUNITY VITALITY for Greater Cleveland through LEISURE AND BUSINESS TRAVEL.**

MARKETING + COMMUNICATIONS

Integrated marketing, including targeted advertising, national media outreach, a content-rich website, an extensive social media presence and local advocate engagement ramped up in 2015, leading to significant results.

ADVERTISING RESULTS

Campaign advertising generated **109 MILLION IMPRESSIONS** in 2015, driven by 11 campaigns conducted in up to seven markets: Columbus, Pittsburgh, Chicago, Indianapolis, Cincinnati, Detroit and Buffalo.

CAMPAIGNS:

- Brand Campaign
- Rock Hall/Rolling Stones Campaign
- Inductions Campaign
- Indy LGBT Campaign
- Cavs Playoff Campaign
- AP Awards Campaign
- Outdoors/NEOCycle Campaign
- YP/ThisisCLE Challenge
- Arts and Culture Campaign
- Cavs Opener Campaign
- Holiday Campaign

IMPROVING THE NARRATIVE: STRONG BRANDING

Destination Cleveland won **6 TOP INDUSTRY AWARDS** in 2015.

- U.S. Travel Association's ESTO Destiny Award: Judges' Choice
- DMAI 2015 Best Destination Brand Strategy
- PCMA Award for Best Destination Promotional Video
- Ohio Travel Association (OTA) Ruby Award for 2015 Annual Meeting Video
- Ohio Travel Association (OTA) Ruby Award for Fall/Winter Official Visitors Guide
- Telly Award for social media blogger campaign

EARNED MEDIA RESULTS

Public relations drove **1.6 BILLION** earned media impressions in 2015, an increase of more than **70 PERCENT** over 2014. Our team was able to cultivate more media relationships and earn coverage in higher reach outlets such as *The New York Times*, *Thrillist*, and *USA Today*. As a result, PR efforts were able to reach more people with fewer articles.

	2014	2015
Impressions (billions)	0.9	1.6
Number of Articles	1,055	1,010

#THISISCLE RESULTS

#ThisisCLE gained momentum in 2015, reaching **147 MILLION** people through user-generated and owned content on Twitter and Instagram.

Twitter Results	2014	2015
Impressions (millions)	270	445
Unique Contributors	39,800	59,500
Posts	113,900	144,800

In 2015, **91,900** Instagram posts using **#ThisisCLE** added an incremental **258 MILLION** impressions. Nearly **10,300** unique contributors used **#ThisisCLE** on Instagram in 2015.

WEBSITE RESULTS

Destination Cleveland's marketing and communications efforts contributed to a **25 PERCENT** increase in unique website users. In 2015, there were **3.3 MILLION** page views on thisiscleveland.com, an increase of **18 PERCENT** over 2014.

With comprehensive content, listings and resource guides, the Destination Cleveland website is the definitive source of information for visitors or potential visitors to Cleveland.

