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, Destination Cleveland

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

---

### 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.*

---

**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 **65.9 THOUSAND** of Cuyahoga County jobs and elicited more than **$1 BILLION** in sales tax.

---

### HOTEL MARKET COMPARISON

**2015 HOTEL OCCUPANCY RATES**

<table>
<thead>
<tr>
<th>City</th>
<th>2014 Oct %</th>
<th>2015 Oct %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleveland</td>
<td>64.4</td>
<td>65.4</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>61.0</td>
<td>63.5</td>
</tr>
<tr>
<td>Columbus</td>
<td>64.5</td>
<td>66.0</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>67.4</td>
<td>65.1</td>
</tr>
<tr>
<td>Kansas City</td>
<td>63.2</td>
<td>65.3</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>64.7</td>
<td>65.4</td>
</tr>
<tr>
<td>Detroit</td>
<td>65.1</td>
<td>63.9</td>
</tr>
<tr>
<td>Nashville</td>
<td>76.3</td>
<td>79.0</td>
</tr>
</tbody>
</table>

Source: December 2015 STR Report

*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.

---

Source: 2011-2015 STR Report

---

*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
### 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

<table>
<thead>
<tr>
<th>Convention Name</th>
<th>Year</th>
<th># of Attendees</th>
<th>Requested Room Nights</th>
<th>Estimated Economic Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Marketing World</td>
<td>2016</td>
<td>1,100</td>
<td>5,930</td>
<td>$3,122,000</td>
</tr>
<tr>
<td>United States Bowling Congress</td>
<td>2017</td>
<td>2,000</td>
<td>7,205</td>
<td>$3,122,000</td>
</tr>
<tr>
<td>National Precast Concrete Association</td>
<td>2017</td>
<td>1,000</td>
<td>4,683</td>
<td>$1,146,720</td>
</tr>
<tr>
<td>Experient - Television</td>
<td>2017</td>
<td>800</td>
<td>1,055</td>
<td>$795,600</td>
</tr>
<tr>
<td>Health Physics Society Annual Meeting</td>
<td>2018</td>
<td>2,000</td>
<td>2,065</td>
<td>$2,186,900</td>
</tr>
<tr>
<td>Ancient Accepted Scottish Rite Free-Masonry</td>
<td>2021</td>
<td>2,000</td>
<td>4,225</td>
<td>$1,565,000</td>
</tr>
</tbody>
</table>

#### 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.

#### 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 105 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 & Roll Hall of Fame Campaign
- Conventions 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
- Telly Award for social media blogger campaign
- Ohio Travel Association (OTA) Ruby Award for Fall/Winter Official Visitors Guide

**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.

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions (billions)</td>
<td>0.9</td>
<td>1.6</td>
</tr>
<tr>
<td>Number of Articles</td>
<td>1,055</td>
<td>1,010</td>
</tr>
</tbody>
</table>

**#THISISCLE RESULTS**

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

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions (billions)</td>
<td>270</td>
<td>545</td>
</tr>
<tr>
<td>Unique Contributors</td>
<td>39,800</td>
<td>59,900</td>
</tr>
<tr>
<td>Posts</td>
<td>113,900</td>
<td>144,800</td>
</tr>
</tbody>
</table>

In 2015, 91,800 Instagram posts using #ThisisCLE added an incremental 258 MILLION impressions. Nearly 10,300 unique contributors used #ThisisCLE on Instagram in 2015.

**WEB SITE 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.

**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
- 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

**220 MEETINGS AND CONVENTIONS SERVICED IN 2015**

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