

5.2 M
HOTEL ROOMS
WERE PURCHASED

by visitors in 2016
2.8% MORE
than 2015 and exceeding the
U.S. growth rate of 1.7%

Record high
18 M
VISITORS
2.8% GROWTH RATE
outpacing U.S. rate for 7th year

The Convention Services team
extended complimentary
EVENT PLANNING
and **SUPPORT** to
271
MEETINGS AND
CONVENTIONS
50 more than in 2015

The Destination Cleveland
Meetings Sales team pursued

744
SALES LEADS
for meetings and conventions,
an increase of 17.4% vs. 2015

Visitor spending supported nearly

66,000
TRAVEL AND
TOURISM JOBS
an increase of
5,000
between 2011 and 2015



ThisisCleveland.com
generated

4.4 M
WEBSITE
PAGEVIEWS
an increase of 36% vs. 2015,
with more than
1 MILLION
people visiting the site

DESTINATION
Cleveland

2016

CONVENTION + LEISURE TOURISM
METRICS REPORT

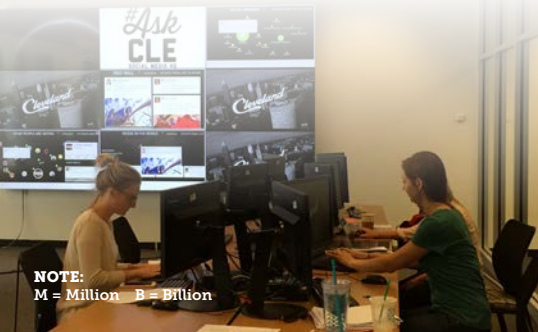
PAID
ADVERTISING
reached more than
55 M
PEOPLE

The PR team generated
11.8 B
MEDIA
IMPRESSIONS
on behalf of both Destination
Cleveland and the Cleveland 2016
Host Committee

Destination Cleveland's
SOCIAL MEDIA
EFFORTS
reached more than
209 M
PEOPLE

The Meetings Sales team worked with
hotels and venues to book more than
228,500
DEFINITE ROOM
NIGHTS
nearly 57,000 more than 2015

Destination Development and
Community Affairs installed
54
WAYFINDING SIGNS
in time for the RNC Convention by
closely partnering with the
City of Cleveland



NOTE:
M = Million B = Billion

Tourism industry friends, partners and colleagues,

2016. What a year. An NBA World Championship. A successful (and peaceful) RNC Convention – the second largest media event in the world. An MLB American League Pennant.

And we accomplished all of this together.

We welcomed millions of visitors to our community and the world discovered what we've always known: Cleveland's got grit, sophistication and passion wrapped into one unique city.

In 2017 and beyond, we look forward to working with you – our partners, stakeholders and community residents – as we set a vision of how we will work together to create more jobs and drive more investment, with a focus on how to make visitor dollars work harder for every member of our community.

Thank you to our board for their continued insight and support. We know that we'll need them and you as we move forward into the next chapter of Destination Cleveland and continue to fulfill our role as the only organization that focuses on growing the travel and tourism industry in Cleveland.

Sincerely,

David Gilbert
President & CEO
Destination Cleveland

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

Destination Cleveland Board of Directors

Teri Agosta
General Manager
Hilton Cleveland Downtown

Bruce Akers
Former Mayor
City of Pepper Pike

Justin Bibb
Senior Adviser
Gallup

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Campbell Black Consulting, LLC

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Playhouse Square

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Falls Communications

Adam Fishman
Principal
Fairmount Properties

Karen Gahl-Mills
CEO & Executive Director
Cuyahoga Arts and Culture

Fred Geis
Principal
Hemingway Development

Greg Harris
President & CEO
Rock & Roll Hall of Fame

Jamie Hill
General Manager
Cleveland Marriott Downtown
at Key Center

Nathan Kelly
Director of Strategy for
Major Assets
Office of the County
Executive Armond Budish

Jerry Kelsheimer
President & CEO
Fifth Third Northeastern Ohio

Len Komoroski
CEO
Cleveland Cavaliers &
Quicken Loans Arena

Joe Kubic
President
The Adcom Group

Paul Matsen
Chief Marketing and
Communications Officer
Cleveland Clinic

Valarie McCall
Chief of Government &
International Affairs
City of Cleveland

Bob Megazzini
Secretary
General Manager
The Westin Cleveland
Downtown

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President
Bernie Moreno Companies

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Baiju Shah
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BioMotiv LLC

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Director and Advisor

Rachel Talton
CEO
Synergy Marketing Strategy
& Research

Jason Therrien
President
Thunder::tech

Brian Zimmerman
Executive Director
Cleveland Metroparks

Ann Zoller
Former Executive Director
LAND Studio

**"CLEVELAND, WITH ITS
BOOMING FOOD SCENE
AND REVITALIZED
DOWNTOWN, IS CAMERA
READY." – THE NEW YORK TIMES**

