

DESTINATION *Cleveland*[®]

2017 CONVENTION + LEISURE TOURISM METRICS REPORT



THRIVE TOGETHER.

Community friends, partners and colleagues:

Our collaboration with countless partners, businesses and community efforts resulted in the Cuyahoga County travel and tourism industry attracting 18.5 million visitors to the area in 2017 — an average increase of nearly 550,000 visitors per year for the eighth straight year and one that continues to exceed the national average. In addition, this increased growth infused more than 68,000 jobs and \$8.8 billion of economic impact into Cleveland's economy.

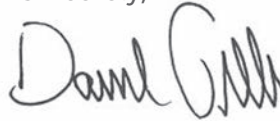
We celebrate these successes, while looking forward to working together toward our goal of bringing 20 million visitors to Cuyahoga County in 2020 — an effort that brings an exciting expansion of our work.

Our research shows that any visitor is a potential resident, student, or investor. Therefore, we'll be using our expertise in attracting people here and enhancing perceptions of Cleveland to promote our city not just as a visitor destination, but as a destination city, period.

As part of these efforts, Destination Cleveland will work even more closely with current partners and collaborate with additional organizations to better leverage the Cleveland visitor brand to appeal to new audiences — including those who may consider living, working and/or investing in Cleveland — and improve Cleveland's narrative on a grander scale.

Thank you to our board and our partners for your commitment to our community and your passion for Cleveland's success. Because of the work we're doing together, we look to the future with determination and enthusiasm.

Sincerely,



David Gilbert
President + CEO
Destination Cleveland



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

CLEVELAND TRAVEL + TOURISM: A GROWTH INDUSTRY



18.5

MILLION VISITORS

The number of visits to Cuyahoga County increased for the 8th straight year, up **2.3%** over 2016.



\$8.8

BILLION IN TOTAL ECONOMIC IMPACT

2017 travel and tourism total economic impact was **8.6%** higher than in 2015 while direct spending of \$5.8 billion increased 8.3% during that same timeframe.



68.3

THOUSAND JOBS

More than 2,000 jobs were added to the travel and tourism industry from 2015 to 2017, accounting for **8.2%** of private employment in Cuyahoga County.



\$1.1

BILLION IN TAXES GENERATED

Cuyahoga County generated **8.7%** more in tax revenue from visitors in 2017 than 2015.

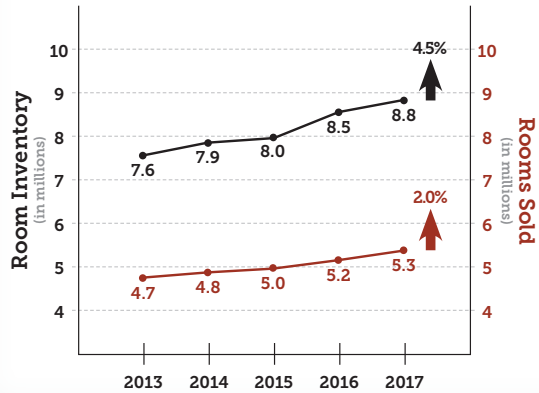


\$1,100

IN RESIDENT TAX SAVINGS

In 2017, visitors to Cuyahoga County contributed enough in tax revenue to offset resident taxes by more than \$1,000 annually.

CLEVELAND HOTEL ROOMS SOLD



Source: 2017 STR Report

HOTEL MARKET COMPARISON

Despite the 2.0% increase in rooms sold in 2017, room inventory increased at a faster rate of 4.5%, driving down Cleveland occupancy rates from 2016 to 2017.



Occupancy Rates

	2017	2016
U.S.	65.9%	65.4%
Cleveland	59.7	61.2
Columbus	65.8	65.9
Cincinnati	64.5	64.3
Nashville	74.1	74.7
Detroit	66.6	65.8
Pittsburgh	60.3	59.0

Source: 2017 STR Report

"2018 BEST OF THE WORLD" – *National Geographic Traveler*, December 2017



MEETINGS + CONVENTIONS

Lead Volume

Destination Cleveland supported **274 MEETINGS** and conventions in 2017, with a **30% INCREASE** in lead volume and bookings from vertical market organizations due to increased partnerships.

Room Nights Booked

Room nights grew from 225,000 in 2016 to **252,000** in 2017, an increase of **12%** year over year.

MARKETING + COMMUNICATIONS

Marketing Reach

1.3 BILLION people were reached through integrated marketing efforts, including social media outreach, public relations and advertising.

Website

ThisisCleveland.com page views increased to **4.6 MILLION** in 2017 from 4.4 million in 2016, driven primarily by new visitors to the website.

DESTINATION DEVELOPMENT + COMMUNITY AFFAIRS

CLE Travelbackers

261 frontline hospitality staff were trained through the CLE Travelbackers program in 2017. Bringing the total to 2,860 since launch in 2013.

Experience Dedicated Destination

The visitor experience survey program, Experience Dedicated® Destination, launched in May 2017 and generated **6,000 RESPONSES** through the end of the year.

"AMERICA'S MOST UNDERRATED CITIES" – *Travel + Leisure*, October 2017



Destination Cleveland Board of Directors

Teri Agosta

Member
General Manager,
Hilton Cleveland Downtown

Bruce Akers

Member
Former Mayor, City of Pepper Pike

Justin Bibb

Member
Senior Adviser, Gallup

Julie Boland

Vice Chair
Office Managing Partner, EY

Micki Byrnes

Member
President and General Manager,
WKYC-TV

Art Falco

Member
President & CEO,
Playhouse Square

Robert Falls

Member
President & CEO,
Falls Communications

Adam Fishman

Member
Managing Partner,
Fairmount Properties

Fred Geis

Member
Principal,
Hemingway Development

Greg Harris

Member
President & CEO,
Rock & Roll Hall of Fame

Nathan Kelly

Member
Managing Director,
Cushman & Wakefield |
CRESCO Real Estate

Ron King

Member
General Manager,
Huntington Convention Center
of Cleveland and
Global Center for Health
Innovation

Len Komoroski

Member
CEO, Cleveland Cavaliers
& Quicken Loans Arena

Joe Kubic

Member
President,
The Adcom Group

Paul Matsen

Member
Chief Marketing &
Communications Officer,
Cleveland Clinic Foundation

Valarie McCall

Member
Chief of Government
& International Affairs,
City of Cleveland

Bernie Moreno

Member
President,
Bernie Moreno Companies

Kathy Mulcahy

Member
Mayor,
Orange Village

Hartmut Ott

Member
General Manager,
Cleveland Downtown
Marriott at Key Center

Jon Pinney

Treasurer
Managing Partner,
Kohrman Jackson & Krantz

Yael Ron

Member
General Manager,
The Ritz-Carlton,
Cleveland

Chris Ronayne

Member
President,
University Circle Incorporated

Baiju Shah

Secretary
CEO, BioMotiv LLC

William Summers

Member
Director and Advisor

Rachel Talton

Member
CEO, Synergy Marketing
Strategy & Research

Jason Therrien

Member
President,
thunder::tech

Daniel Walsh

Chair
CEO, Citymark Capital

Brian Zimmerman

Member
Executive Director,
Cleveland Metroparks

Ann Zoller

Member
Senior Advisor,
Strategy Design Partners