Community friends, partners and colleagues:

In 2018, Cuyahoga County’s travel and tourism industry — in lockstep with countless partners, businesses and community organizations — attracted 19.2 million visitors to the area, which is 720,000 more visits than in 2017.

This 3.9% increase outpaces both U.S. and Ohio visitor growth, while showcasing steady, increased visitation numbers for the eighth year in a row. We remain committed to our goal of bringing 20 million visitors to Cuyahoga County by the end of 2020.

While this kind of growth is tremendous, it’s still not enough. We are poised, as a community, to significantly advance our region’s economic growth. And one way we’ll do this is by harnessing the power of the visitor.

Part of this vision recognizes that the Cleveland brand not only successfully changes perceptions of our city as a place to visit but also as a great place to live, work, study and retire. By leveraging our expertise in attracting people to Cleveland while partnering with other public, private and civic organizations, we will develop strategic campaigns and collaborative initiatives that inspire short-term visitors to become long-term residents and business investors.

We’re looking forward to unveiling many of these initiatives and collaborations over the coming months.

Thank you for your ongoing commitment to our community. Together, we are making Cleveland a destination city.

Sincerely,

David Gilbert  Dan Walsh, Jr.
President + CEO  Chairman, Board of Directors
Destination Cleveland  Destination Cleveland
CEO, Citymark Capital
In 2018, Cleveland welcomed 19.2 million visitors — a 3.9% increase over 2017 and an impressive growth of 28.9% since 2011.

The economic impact of travel and tourism in 2018 grew 6.5% over 2017. Meanwhile, Cuyahoga County visitors generated $6.2 billion in direct business sales, an increase of 6.2% during the same timeframe.

In 2018, $1.2 billion in taxes was generated by the travel and tourism industry, a 5.8% increase over 2017. This means that the travel and tourism industry saved Cuyahoga County households an average of $1,133 in yearly taxes.

HOTEL MARKET PERFORMANCE:

In 2018, Cleveland’s hotel occupancy increased nearly three points versus 2017, second only to Pittsburgh with the highest growth among the peer set. This is because more people booked a hotel room in 2018, taking up more of the supply of the Cleveland area’s nearly 24,000 hotel rooms.

OCCUPANCY RATES

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>65.9%</td>
<td>66.2%</td>
</tr>
<tr>
<td>Cleveland</td>
<td>59.7</td>
<td>62.5</td>
</tr>
<tr>
<td>Columbus</td>
<td>65.8</td>
<td>65.0</td>
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<tr>
<td>Cincinnati</td>
<td>64.5</td>
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<td>Nashville</td>
<td>74.1</td>
<td>73.3</td>
</tr>
<tr>
<td>Detroit</td>
<td>66.6</td>
<td>67.2</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>60.3</td>
<td>63.5</td>
</tr>
</tbody>
</table>

MEETINGS + CONVENTIONS

Total room nights booked in Cleveland grew a substantial 187 from 2017 to 2018. In 2018, Destination Cleveland maintained its volume of 600 MEETINGS AND CONVENTIONS SALES LEADS from 2017 and is poised for growth as a result of new leadership, a refined sales process, better communication and improved collaboration with the hospitality community.

Destination Cleveland provided meeting services to 318 MEETINGS AND CONVENTIONS in 2018.

MARKETING + COMMUNICATIONS

Destination Cleveland’s integrated marketing efforts, which include social media outreach, public relations and advertising, generated 1.4 BILLION impressions in 2018 – an 8% INCREASE over 2017.

The Destination Cleveland website, ThisisCleveland.com, was viewed 4.8 MILLION TIMES in 2018. This slight decline in traffic over 2017 was due to a website redesign, which significantly improved the site’s aesthetic and user experience, but necessitated search engine re-indexing.

DESTINATION DEVELOPMENT + COMMUNITY AFFAIRS

In 2018, Destination Cleveland hosted a Destination City Action Plan Listening & Learning Tour to identify, prioritize and implement collaborative initiatives to change perceptions of Cleveland, attract people and create memorable experiences.

Over six months, Destination Cleveland hosted 100 conversations with 350 individuals representing 250 organizations. Based on these insights, the team launched eleven pilot projects. Two of the pilot programs initiated the following destination development work:

1. An off-road trails wayfinding and public art project on a portion of Cleveland’s Lakefront Bikeway to enhance the user experience and connect destinations along Cleveland’s growing trails system. Learn more at thisiscleveland.com/trails.
2. A new CLE Experiences Workshop program for residents and businesses to learn about the experiential trend in travel and tourism in order to identify, develop and/or enhance their own authentic Cleveland experiences for visitors. Learn more at thisiscleveland.com/get-involved/cle-experiences-workshop.