

# METRICS REPORT

*2020 Convention & Leisure Tourism*

## MESSAGE FROM DAVID GILBERT

Travel and tourism helps Cleveland grow, infusing money into the economy and contributing to perceptions of the city as a place to live and work.

After nine years of growth that outpaced the U.S. visitation growth rate, the COVID-19 global pandemic decimated the industry. Cuyahoga County experienced a 30% loss in visitor volume, which is in line with the overall U.S. travel decline of 2020.

Despite this temporary setback, Destination Cleveland is poised to rebuild the travel and tourism industry to meet and ultimately exceed pre-pandemic success. We will steward the return to growth in collaboration with the region's hospitality businesses as well as our civic partners. Together we will move forward.

A handwritten signature in dark ink, reading "David Gilbert".

## 2020 CONVENTION & LEISURE TOURISM METRICS

### *13.8 Million Visits*

In 2020, Cleveland welcomed 13.8 million visitors — a 30% decrease from 2019. While a setback after nine consecutive years of growth at a rate greater than domestic visitation growth, the loss is in line with the U.S. industry overall where trips were down 32%.

### *\$7.1 Billion in Total Economic Impact*

The economic impact of travel and tourism in 2020 fell by 27% from 2019. Cuyahoga County visitors generated \$4.4 billion in direct business sales, a decrease of 31% from the prior year and comparable to U.S. domestic travel spending, which was down 35%.

### *~57,500 Jobs*

Cuyahoga County's tourism workforce totaled nearly 57,500 in 2020, which represents a loss of 17.4% of travel and tourism industry jobs due to the pandemic. By comparison, the U.S. industry suffered 34% job loss in 2020.

### *\$1 Billion in Taxes Generated by Travel and Tourism*

Despite a decline of 18% in travel and tourism industry tax generation, the \$1 billion produced offset each Cuyahoga County household's taxes by \$913 last year.

### *2020 Industry Support Metrics*

In response to the abrupt and prolonged impact of COVID-19 on travel, Destination Cleveland identified ways to directly support Cleveland businesses — the taproot of our local tourism economy. Our efforts to contribute to industry survival produced the following results:

- **102 meetings & conventions rescheduled** for future years, representing **+123,000 room nights**
- **+1,000 CLEAN Committed businesses** throughout Northeast Ohio
- **+225,000 CLEAN Kits distributed** to residents and visitors through CLEAN COMMITTED initiative
- **~\$1.7 million distributed to 168 locally owned restaurants** through Cuyahoga County Restaurant Stabilization Grant program
- **+1.0 billion impressions generated** to support the Cleveland brand through integrated marketing efforts

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