

2023

# Metrics

CUYAHOGA COUNTY CONVENTION & LEISURE TOURISM

# REPORT

DESTINATION  
Cleveland

## MESSAGE FROM DAVID GILBERT

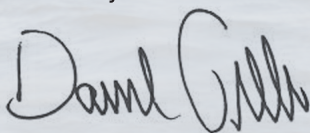
In 2023, Cuyahoga County's tourism industry moved beyond recovery and continued its upward trajectory, infusing money into the economy and contributing to positive perceptions of the region as a place to live and work.

Despite economic headwinds, all key performance metrics increased for a third straight year, with total visits up 2.2% (a rate that virtually mirrored the state's visitation growth) and direct spending growing by 3.7%. These increases represent a return to sustainable, pre-pandemic industry growth rates.

It's been 10 years since we launched the Cleveland visitor brand. Over the past decade (2014-2023), visitation is up more than 8%; direct spending is up 24%; employment income has grown by 55%; and taxes generated have increased by 42%. These are strong gains that speak to the power and resilience of the industry.

So far in 2024, our industry and organization have shown no signs of slowing down. Cleveland has shined in the national spotlight during the NCAA Women's Final Four, Total Solar Eclipse and many other events. As the steward of the tourism industry, Destination Cleveland remains deeply committed to leading the industry and facilitating collaborations that sustainably contribute to the region's long-term equitable growth.

A summary of the economic value of travel and tourism to Cuyahoga County in 2023 can be found below.



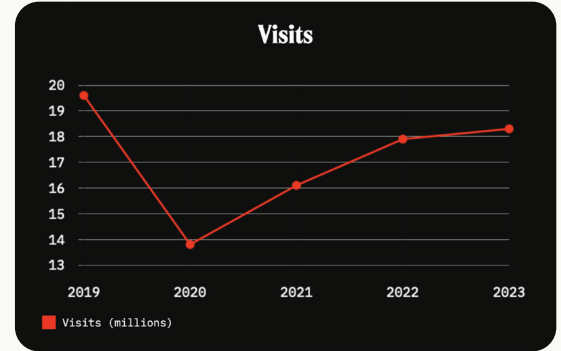
David Gilbert, *President & CEO of Destination Cleveland*

# 2023 CONVENTION & LEISURE TOURISM METRICS

(PUBLISHED 2025)

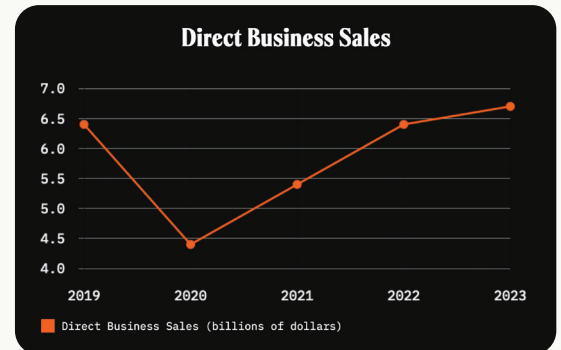
## 18.3M+ VISITS

Total visits to Cuyahoga County increased 2.2% from 2022. This was on par with visitation growth in the State of Ohio (2.3%) and identical to 2019's (pre-pandemic) visitation growth. 2023 visit volume reached 94% of 2019 visit levels.



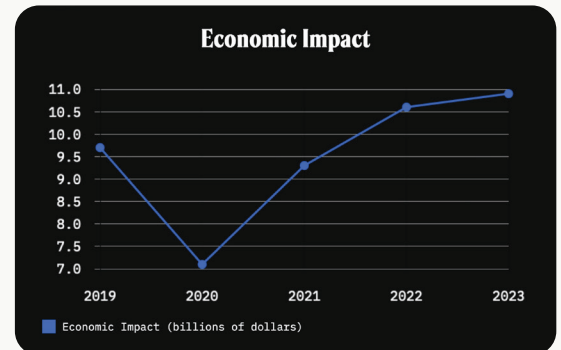
## \$6.7B+ DIRECT BUSINESS SALES

In 2023, visitors to Cuyahoga County spent \$6.7 billion directly with area businesses. This represents an increase of 3.7% from 2022, which is slightly greater than 2019's pre-pandemic direct sales growth of 3.3%.



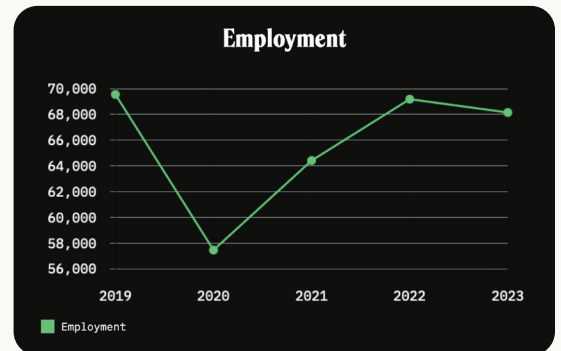
## \$10.9B ECONOMIC IMPACT

Total economic impact of Cuyahoga County's travel and tourism industry increased by 2.8% in 2023. Since 2014, the industry's value to the region has grown by 34%.



## 68K+ EMPLOYMENT

Travel and tourism supported 68,148 direct, indirect and induced jobs, representing 7.1% of all jobs in the county. While employment supported by the industry declined 1.5%, personal income from the jobs increased by 6.6% to nearly \$3.7 billion.



## \$1.3K+ TAX SAVINGS PER HOUSEHOLD

Visitor-supported spending, jobs and business sales generated \$1.5 billion in tax revenue. This revenue represents an average savings per household in Cuyahoga County of \$1,380 toward state and local taxes.

