

2024

METRICS CUYAHOGA COUNTY CONVENTION & LEISURE TOURISM REPORT

DESTINATION
Cleveland

MESSAGE FROM DAVID GILBERT

2024 marked another step forward for Greater Cleveland's travel and tourism industry. Visitor spending in Cuyahoga County reached a record high, infusing billions of outside dollars into the local economy and driving larger tax savings for locals.

Our key performance metrics increased for a fourth straight year, with total visits up 1.5% (mirroring the State of Ohio's visitation growth) and direct spending growing by 4% – a rate that outpaced inflation. Visitor spending is new money injected into the local economy that would have otherwise been spent elsewhere.

Over the last 10 years, the industry's value to the County has grown by 40%, demonstrating travel and tourism's position as a growth industry that continues to have a positive impact on the economy. Locals see a direct benefit on their tax bill; tax revenues generated by visitor activity last year resulted in a \$1,460 tax savings for each Cuyahoga County household.

Travel and tourism is a powerful growth engine for Cleveland, driving billions of dollars in local impact and supporting tens of thousands of jobs and families. Year after year, more travelers are choosing Cleveland – reflecting the region's growing reputation as a must-visit destination. As we look to our city's future, we must evolve to give visitors a reason to return, attract new residents and secure businesses that generate jobs and diversify our economy. Continual development and investment, like the nearly \$5 billion of investments planned or underway along our waterfront, is essential to Cleveland's future as a leading city on the Great Lakes.

A summary of the economic value of travel and tourism to Cuyahoga County in 2024 can be found below.



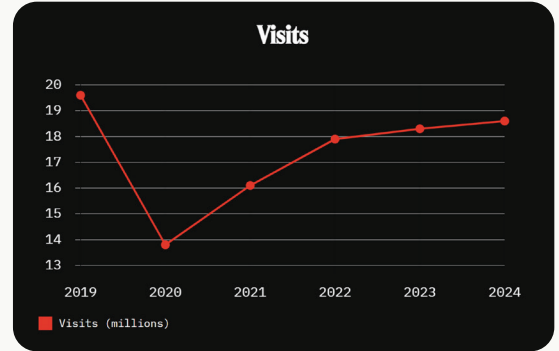
David Gilbert, PRESIDENT & CEO OF DESTINATION CLEVELAND

2024 CONVENTION & LEISURE TOURISM METRICS

(PUBLISHED 2025)

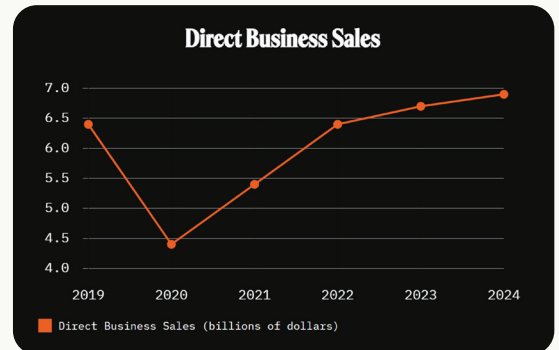
18.6M
VISITS

Total leisure and business visits to Cuyahoga County increased 1.5% from 2023. This mirrors the State of Ohio's 2024 visitor growth.



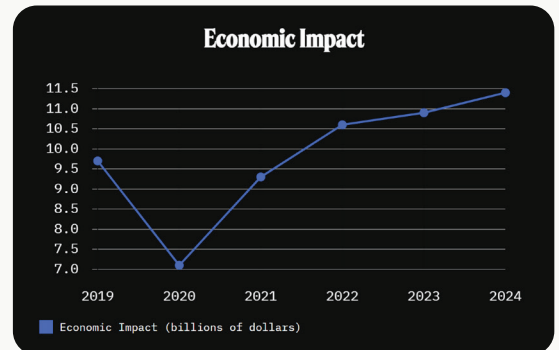
\$6.9B
DIRECT BUSINESS SALES

In 2024, visitors to Cuyahoga County spent a record high \$6.9 billion directly with area businesses. This represents a 4% increase over 2023, outpacing inflation by 1.3%.



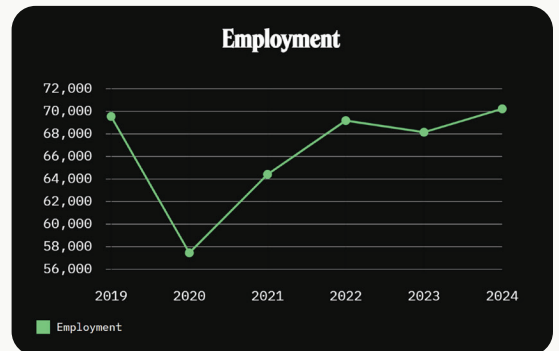
\$11.4B
ECONOMIC IMPACT

The total economic impact of travel and tourism to Cuyahoga County also increased 4%. Over the last decade, this figure has grown by nearly 40%, outpacing inflation over the same period.



70K+
EMPLOYMENT

Travel and tourism supported 70,200 direct, indirect and induced jobs, representing one of every 14 jobs in Cuyahoga County. Locals in these jobs took home \$3.8 billion in employment income – a 3.8% increase over 2023.



\$1.4K+
TAX SAVINGS PER HOUSEHOLD

Visitor-supported spending, jobs and business sales generated \$1.6 billion in tax revenue. This revenue represents an average savings per household in Cuyahoga County of \$1,460 toward state and local taxes.

