

DESTINATION
Cleveland

ECONOMIC IMPACT

METRICS REPORT

2019 Convention & Leisure Tourism

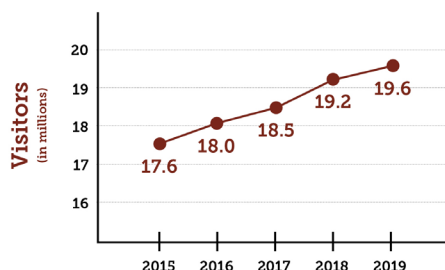


Cleveland Travel & Tourism: BY THE NUMBERS

19.6
MILLION VISITORS



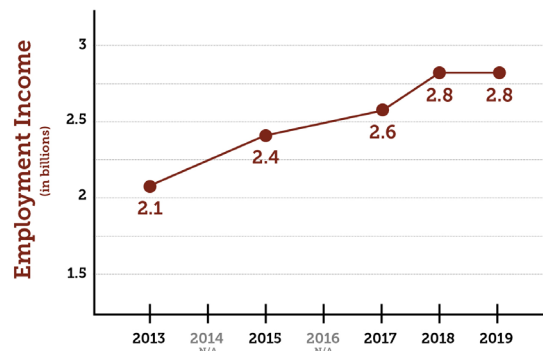
In 2019, Cleveland welcomed 19.6 million visitors — a 2.1% increase over 2018 and an impressive 31.5% surge since 2011. This marked the 9th straight year of growth at a greater rate than that of the U.S.



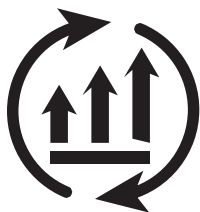
\$2.8
BILLION IN
EMPLOYMENT INCOME



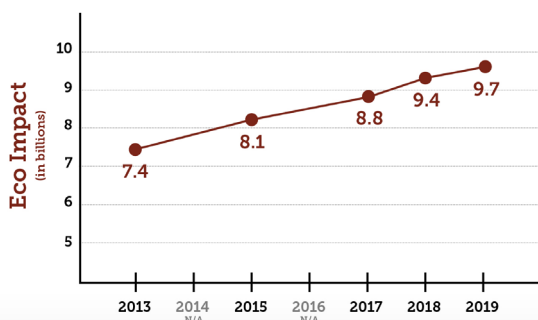
Cuyahoga County's nearly 70,000 travel and tourism industry employees took home more than \$2.8 billion in employment income, a 1.7% increase over 2018 and 57% increase since 2011.



\$9.7
BILLION IN TOTAL
ECONOMIC IMPACT



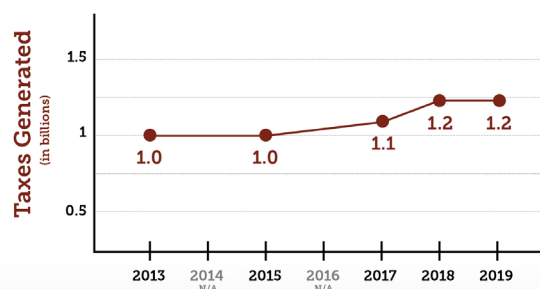
The economic impact of travel and tourism in 2019 grew by 3.2% over 2018. Meanwhile, Cuyahoga County visitors generated \$6.4 billion in direct business sales, an increase of 3.3% over the prior year.



\$1.2
BILLION IN TAXES GENERATED
BY THE TRAVEL AND
TOURISM INDUSTRY



In 2019, \$1.24 billion in taxes were generated by the travel and tourism industry, a 3.3% increase over 2018. This means that the travel and tourism industry saved Cuyahoga County households an average of nearly \$1,150 in yearly taxes.



Celebrating Success **AS WE REBUILD**

Community partners, friends and colleagues:

Though we continue to operate in the midst of a global pandemic, we encourage you to join us in celebrating the 2019 success of Cleveland's travel and tourism industry. For the ninth consecutive year, this industry demonstrated its record-breaking strength.

In collaboration with countless partners, businesses and community organizations, we attracted 19.6 million visitors to Cleveland, marking a 31.5% increase since 2011. Our 2.1% visitation growth rate again exceeded that of the U.S. and the state – exemplifying our position as a growth industry.

As 2020 began, Destination Cleveland was on pace to reach its goal of bringing 20 million visitors to Cuyahoga County this year. We were focused on amplifying our impact on Cleveland's economy by attracting visitors, strengthening the destination and the experience, and harnessing the power of the visitor, all of which drastically changed as the pandemic took hold.

As the local industry steward, Destination Cleveland's primary funding – lodging occupancy tax – has contracted significantly. In addition, the global pandemic will drastically affect next year's visitation and economic impact report. Though uncertainty lingers, we are confident the industry will rebound. We've illustrated our ability to rally before and can do so again.

Our partners and the hospitality community at large play an integral role in bringing our community and travel and tourism back to life. While COVID-19 has changed the industry, we can stand together and persevere to rebuild. With continued collaboration and Cleveland's signature resiliency, we can restore travel and tourism to one of the region's premier growth industries.

Thank you for your commitment to our community. Together, we will make Cleveland a destination city.



David Gilbert
President & CEO
Destination Cleveland



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Chairman, Board of Directors
Managing Partner,
Kohrman Jackson & Krantz

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