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NEW DESTINATION CLEVELAND SMARTPHONE APP SIMPLIFIES TRIP PLANNING & IN-MARKET EXPLORATION, HELPS LOCALS DISCOVER NEW EXPERIENCES TO RECOMMEND

*Itinerary-building tools, gamified challenges and detailed business listings
make it easier than ever for visitors to design and maximize their time in The Land*

CLEVELAND (July 22, 2025) – Destination Cleveland, the destination marketing and management organization for Cuyahoga County, today launched a smartphone app to streamline travelers’ planning and exploration while also introducing Clevelanders to yet undiscovered favorite places and things to do. Users benefit from a customizable tool for compiling their list of The Land’s must-visit restaurants, attractions and businesses. Additionally, visitors can experience Cleveland in an authentic way through pre-loaded itineraries and gamified challenges that feature recommendations from locals.

“Travelers are inundated with information and often look to locals for recommendations; our goal is to simplify planning by providing a blend of relevant and streamlined content that includes suggestions from passionate Clevelanders,” said Marie Scalia, chief marketing officer at Destination Cleveland. “There’s also a benefit to Greater Cleveland residents: the app can help them discover new-to-them favorites or make recommendations for their visiting friends and family.”

The integrated trip planner software assists visitors while they are in the discovery and planning phases of their trip, offering things to do, places to eat and must-visit spots recommended by locals. Users can save locations, create a personalized itinerary for their visit or use ready-made Cleveland itineraries that have been curated based on local suggestions. Itineraries can be saved to users’ accounts, offering a seamless way for travelers to transition from initial planning in the [online trip planner](#) to app usage while in The Land. Gamified challenges also allow users to earn bragging rights for visiting themed, featured locations. A pizza challenge, which will be the first active challenge in the newly launched app, features 21 pizza shops that were recommended by locals through social media crowdsourcing. More challenges will be added in the coming months.

The app also includes detailed information about visitor attractions, restaurants and hospitality businesses, an event calendar and a live chat feature to answer users’ questions about The Land. Destination Cleveland’s experience passports will be available on the app beginning in 2026.

The Destination Cleveland app is available now for download on app stores and at [ThisisCleveland.com/app](https://thisiscleveland.com/app).

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ABOUT DESTINATION CLEVELAND: Destination Cleveland is Cleveland’s destination marketing and management organization. The private, non-profit organization’s mission is to stimulate economic growth by attracting people and connecting them to experiences that illustrate Cleveland’s diversity, creativity and contagious passion. In 2023, visitation increased for the third straight year to 18.34 million visits. For more information, visit www.thisiscleveland.com.