TourismOhio 2021 Tourism Economic Impacts

Visitor Spending

$48 Billion 2019
$38 Billion 2020
$47 Billion 2021

Estimated direct visitor spending of $35 billion generated approximately $47 billion in sales. Compared to 2020, visitor spending was up 22% in Ohio.

Tourism Visits

219 million

Compared to 2020, visits to Ohio were up 9%.

Tourism Supported Jobs

411,000

Compared to 2020, the number of industry supported jobs was up 9%.

Average Spending Per Person

$115 day trip
$343 overnight

40 million overnight visits
34 million overnight visits in 2020

TourismOhio reports tourism industry values using direct and indirect impacts.

Not just big fun, big business.

Data sourced from: Tourism Economics
Every $1 invested in the 2021 TourismOhio advertising campaign generated $83 in direct visitor spending and $6 in taxes in the state.

Seven in ten travelers in Ohio’s primary advertising markets recalled seeing at least one TourismOhio ad.

Impact of Ad Awareness plus Visitation on Ohio’s Economic Development Image

The Ohio. Find It Here. brand inspires meaningful, deep connections and memories through Ohio’s destinations and attractions. It reinforces the joy, happiness & excitement people experience in Ohio.

Consumer Engagement: