TourismOhio
2020 Tourism Economic Impacts

Visitor Spending

$46 Billion
2018

$48 Billion
2019

$38 billion
2020

Estimated direct visitor spending of $28.9 billion generated approximately $38 billion in sales. Compared to 2019, visitor spending was down 20% in Ohio, 20% down in the Midwest and down 15% nationally.

Tourism Visits

201 million

Compared to 2019, visits to Ohio were down 11% and the national average of visits were down 15%.

Tourism Supported Jobs

378,000

Compared to 2019, the number of industry supported jobs was down 12%.

Average Spending Per Person

$106
day trip

$327
overnight

34 million overnight visits
43.6 million overnight visits in 2019

Winans Chocolates + Coffees in Piqua

Not just big fun, big business.

Data sourced from: Tourism Economics
TourismOhio reports tourism industry values using direct and indirect impacts.
About TourismOhio

Visitor Spending

- accommodation
- food & beverage
- retail
- entertainment/rec
- local transportation
- air transportation

Total Impacts

- production
- jobs
- wages
- taxes

Source: Tourism Economics

Vision:
Ohio is a destination of choice, enriching lives through authentic travel experiences.

Mission:
Aggressively position Ohio as a travel destination and support Ohio’s tourism industry to drive economic prosperity throughout the state.

The brand focus is to inspire meaningful, deep connections and memories through Ohio’s activities and attractions. It reinforces the joy, happiness & excitement people experience in Ohio.

Consumer Engagement:

Ohio Travel Guide

Development Services Agency

Mike DeWine, Governor
Lya Hustedt, Lt. Governor
Lydia L. Mihalik, Director

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