



2020
THE YEAR IN REVIEW

THE MISSION STATEMENT

To lead the evolution of the Summit County hospitality economy through service excellence and innovation.

THE VISION STATEMENT

To be the champion of hospitality and the first stop for visitors.

THE BUSINESS UNITS

Akron/Summit Convention & Visitors Bureau
John S. Knight Center
Greystone Hall
Sports Alliance of Greater Akron



THE HOSPITALITY ECONOMY

Direct visitor expenditures on accommodations, dining, retail, entertainment and transportation drive Greater Akron's Hospitality Economy. Through the efforts of Summit County's hospitality industry partners, "new" visitor dollars play a significant role in generating local/state/federal tax revenue, supporting employee compensation and expanding existing or new area businesses.



SUMMIT COUNTY HOSPITALITY INDUSTRY ANNUAL SALES & TAX REVENUE*



* Source: Tourism Economics, August 2021

www.hospitalityeconomy.com



THE HOSPITALITY PARTNERS

Summit County's dedicated hospitality industry workforce is the foundation upon which our vibrant destination rests. Their work fuels Greater Akron's attractiveness and viability as a location for business and leisure travel pursuits, while extending our special brand of hospitality to each and every visitor. From hotels to dining and from attractions to retail, visitors were made to feel welcome and appreciated by these exceptional women and men.

Summit County Workforce*

- 13,264 Direct Jobs
- 2,402 Indirect Jobs
- Tourism Sustained 6.0% of Private Employment

* Source: Tourism Economics, August 2021



THE COLLABORATIONS

Events (virtual and in-person) and programs provided creative opportunities to leverage messaging, resources and impact, including:

Adventures in Northeast Ohio
Compass Ohio
TourismOhio Co-op
Summit Brew Path
Greater Akron Lodging Council

Let's Start Planning {Again}
See Akron Now
Bridgestone Senior Players
The Drip Drive
ArtsNow's Meeting Places

akron[RE]bound
Ohio Has It!
CAK Visitor Center
Ohio & Erie Canalway
Thankful Thursdays

National Heritage Passport Program
Knight Foundation
New Again Akron
Greater Akron Selfie Contest
See Akron Now



THE OUTREACH & ENGAGEMENT

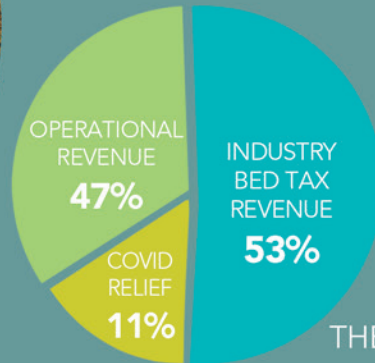
Heartland Travel Showcase
WEWS Channel 5 (Cleveland)
WKSU 89.7
Leadership Akron
Adventures in Northeast Ohio
WAKR Akron
SportsEvents Magazine
Destination Reunions
Small Market Meetings
Groups Today
Group Travel Leader
Ohio Magazine
Facilities & Destinations Magazine
Crossings (Canada)
Midwest Meetings Magazine
Travel Spike
Akron Beacon Journal
Travelhost
Ohio Has It
CompassOhio
Long Weekends Magazine
Ohio Travel Atlas

National Travel & Tourism Week
AAA Ohio
Destinations International
AkronLife
WKYC Channel 3 (Cleveland)
Ohio Society of Association Executives
Smart Business
Crain's Cleveland Business
Community Leader
TourismOhio Marketing Co-op
Today's Bride
Small Market Meetings
Great Meetings in Ohio
Ohio Travel Association Conference
Sports Planning Guide
KidsLinked
Google Ad Network
CMI's LGBTQ+ Webinars
Currents Magazine
Westside/South Side Leader
Premier Tourism Marketing
Greater Akron Chamber



THE STATISTICS

The Akron/Summit Convention & Visitors Bureau, Inc. is a 501(c)6 private, not-for-profit organization funded by the City of Akron and County of Summit room taxes, receiving 72% of the annually collected funds. Additionally, revenue is generated by the John S. Knight Center and Greystone Hall from space rental, culinary services and ancillary items. In 2020, the Akron/Summit Convention & Visitors Bureau had an original budget of \$7,084,224; generated \$3,247,600 in revenue; mitigated \$2,358,963 in expenses via cost cutting; and concluded with a net loss of \$738,830.



THE REVENUE



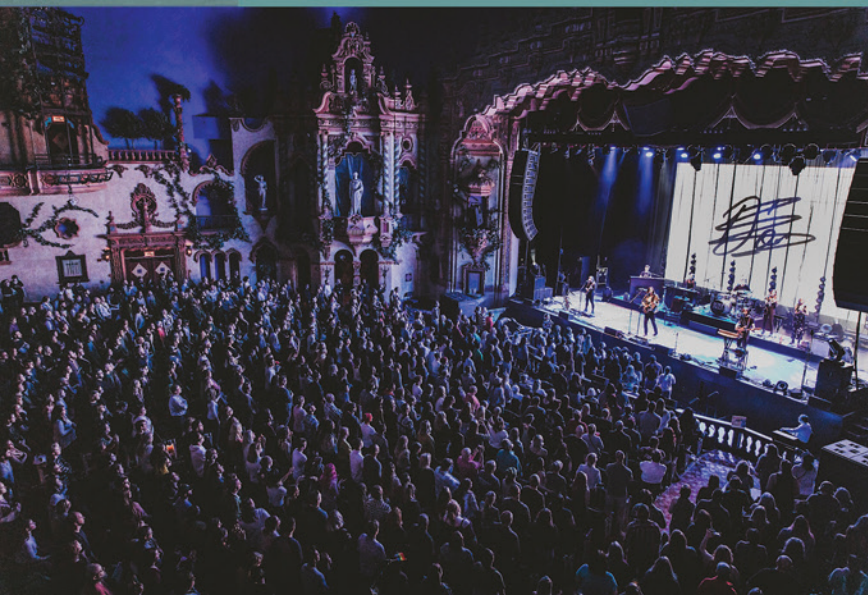
THE EXPENSES

THE RECOGNITION

Facilities & Destinations Magazine: 22nd Top Destination Award

Ohio Travel Association: Spirit of Community RUBY Award - akron[RE]bound community

Spirit of Innovation Certificate of Excellence - [RE]activate akron guide & social media



THE RECOVERY

Less than three weeks after Governor DeWine's March 2020 stay at home order, our www.akronREbound.com web site and outreach initiative was launched.

The portal provided up-to-date information as the pandemic unfolded, including: financial assistance resources, travel sentiment survey results, and other hospitality industry research. In the months that followed, the initiative also provided virtual hospitality industry offerings for residents and visitors alike, and also outlined strategies for the Akron/Summit County hospitality industry's recovery.

In September 2020, Phase 2 featured a four-month social media campaign entitled: **[RE]activate akron**; weekly posts on the Akron/Summit CVB's social media platforms (@akronsummitcvb) showcased and amplified the diverse array of local hospitality industry offerings: arts, entertainment, dining, retail and outdoor recreation. The web site www.seeakronnow.com was also launched to provide a "virtual site inspection" platform for meeting, convention, tour and event planners to explore!



akron **[RE]**bound

RISE AND THRIVE

[RE]activate akron



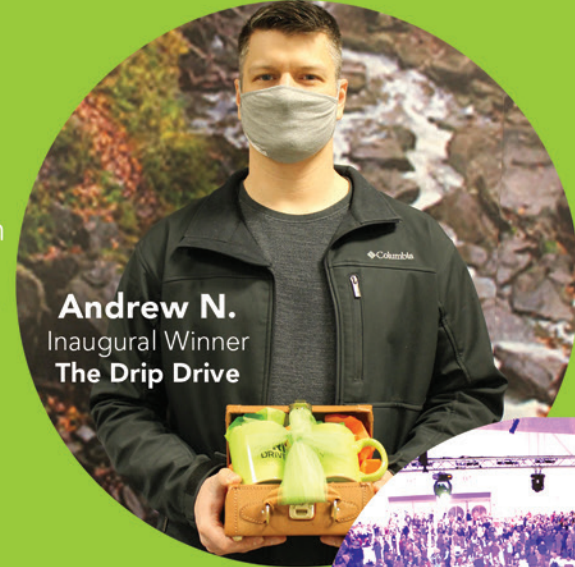
THE PATHS FORWARD

As Greater Akron's hospitality industry businesses slowly emerged from the initial months of being closed due to the pandemic, three unique marketing initiatives were poised to help our partners make up for lost time and revenue: The Drip Drive, New Again Akron and Summit Brew Path.

The Drip Drive: Greater Akron's Coffee Experience allowed java aficionados to shift from idle into overdrive while exploring sixteen shops throughout the county. With patience navigating the ebb and flow of pandemic openings and closures, and with an undeniable taste for their favorite brewed mugs, more than 200 people finished their tour along the inaugural route. www.thedripdrive.com

New Again Akron: Throughout 2020, retail therapy provided brief moments of solace and normalcy, as we collectively attempted to adjust to the uncertainty of the pandemic. Eager shoppers explored: Vintage. Antique. Reclaimed. Cool Junk. www.newagainakron.com

Summit Brew Path 2020: In its fourth year, the Path was eagerly completed by more than 1,000 patient and dedicated craft beer enthusiasts. With nearly 17,000 copies of the official Passport in circulation, many more enjoyed a partial journey along the Path, while visiting some of the 25 official stops. www.summitbrewpath.com



Andrew N.
Inaugural Winner
The Drip Drive



**Summit Brew
Path Bash**
January 2020
Celebrating
Summit Brew Path 2019

THE
DRIIP
DRIVE



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BOARD OFFICERS

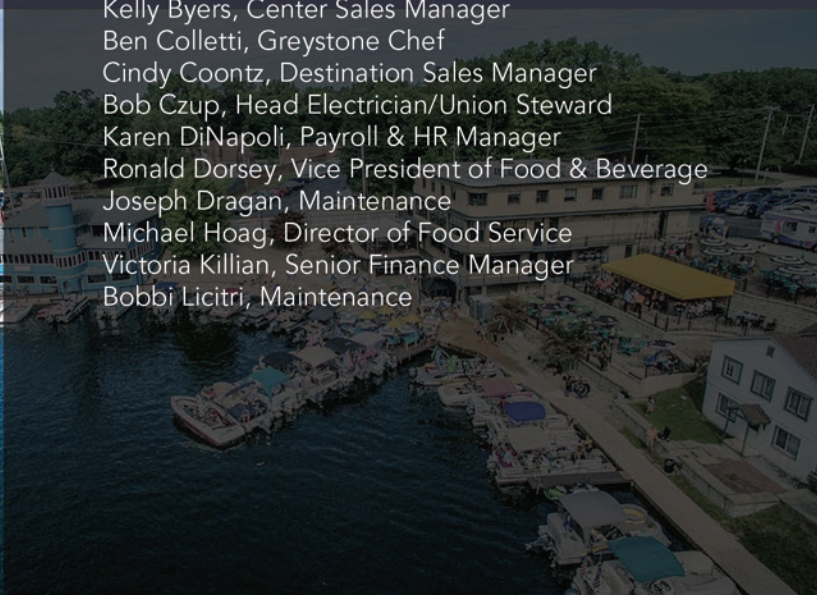
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