



2021
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*

\$1.4 Billion

Direct Visitor Expenditures:
Accommodations
Dining
Retail
Entertainment
Transportation

\$163.7 Million

Federal/U.S.
Tax Revenue

\$91.6 Million

State of Ohio
Tax Revenue

\$66.4 Million

County of Summit
Tax Revenue

\$352.3 Million

Direct Employee
Compensation

Hospitality
Industry Tax Revenue
Saved Each Summit
County Household
\$697

6.0%

of Private Employment
in Summit County
Sustained by the
Hospitality
Industry

* Source: Tourism Economics, July 2022

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*

- 13,986 Direct Jobs
- 2,735 Indirect Jobs
- Tourism Sustained 6.0% of Private Employment

* Source: Tourism Economics, July 2022



TOP 5 ACTIVITIES via RESPONDENTS:

Outdoor Recreation; Arts & Culture; Dining; History & Heritage; and Special Events.

TOP 5 REASONS TO TRAVEL via RESPONDENTS:

Relax & Unwind; Reconnect with Family & Friends; Escape & Feel Free; Visit & Experience Someplace New; and Make Up for Lost Time.

THE SENTIMENT

During the course of the year, industry research played a vital role in allowing us to maximize our sales and marketing strategies. This was particularly important as the ongoing obstacles created by the pandemic were placed before us. In addition to key national data sources, we conducted a statewide Travel Sentiment Survey; the results confirmed our outreach and demonstrated that our tourism assets aligned perfectly with the desire/need to travel again.



THE OUTREACH & ENGAGEMENT

Heartland Travel Showcase
Ohio Society of Association Professionals
Play - Eat - Shop Weekend Itineraries
See Akron Now
330 Shirt Day
[RE]activate akron
Tourism Ohio 2021 Co-op Program
Akron-Canton Metroplex Magazine
KidsLinked - Central Ohio Outreach
Tourism Economics Research Study
5th annual Summit Brew Path
New Again Akron Shopping Trail
NFL Draft Welcome at CAK
JSK Vaccination Clinic
JSK Holiday Sales Initiative
HospitalityEconomy.com
Thankful Thursday (Hotel Outreach)
AAA World & AAA Ohio
Pride Journeys
WKYC Live Remotes (Summit Brew Path)
Sports Events Magazine
Fox 8 Live Remote (The Drip Drive)
Adventures in Northeast Ohio
GuestQuest

EPIC Group Experience - Ohio Travel Association
Partnerships in Motion Marketing Roundtable
Ohio Travel Association Conference on Travel
GrabLifeRightHere.com
OTA Legislative Alerts to Partners
Champions of Economic Impact in
Sports Tourism - Akron BMX
National Travel & Tourism Week
Surroundings
Double Play Akron
Group Travel Adventures
Tripsavvy.com
VisitorFun ExploreBoards
Sports Alliance of Greater Akron
ReadyUpAkron.com (eSports)
Akron/Summit Travel Sentiment Survey
2nd annual The Drip Drive - Coffee Trail
Small Market Meetings & Community Leader
John S. Knight Center Facility & Services Guides
Ohio Professional Golf Trail (Tourism Ohio)
Out 'n About Columbus - ABC Channel 6
Sports Destination Management Magazine
Facilities & Destinations Top Destination Award
Today's Bride & Leader Publications (Greystone)

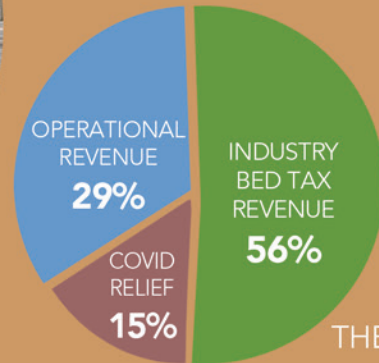


Ohio Has It
Compass Ohio Magazine
Akron Beacon Journal
Group Travel Leader
Smart Business Magazine
AdRack (13 Travel Centers)



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 2021, the Akron/Summit Convention & Visitors Bureau had a budget of \$3,727,094; generated \$5,559,281 in revenue; and concluded with a net gain of \$1,041,397.



THE REVENUE



THE EXPENSES

THE RECOGNITION

Facilities & Destinations Magazine: 23rd Top Destination Award

Ohio Travel Association: 1/RUBY Award & 6/Certificates of Achievement

Ohio Association of Convention & Visitor Bureaus: 2/1st Place STAR Awards & 5/2nd Place STAR Awards

Sports Destination Management Magazine: Champions of Economic Impact in Sports Tourism



THE RESURGENCE

As the recovery phase of 2020 progressed into the resurgence phase of 2021, we remained keenly focused on identifying and implementing additional initiatives that would strengthen the pillars of our industry and advance community assets on behalf of our partners.

In January 2021, our initial four-month social media campaign: **[RE]activate akron** was extended throughout the entire year. We flooded our social media platforms with posts, contests and videos that featured arts, entertainment, dining, retail, outdoor recreation and messages from our top attractions and events. Encouraging local and regional residents to begin traveling again was the overarching goal.

In late 2021, a comprehensive paid digital campaign: **City Life. Outdoor Life. Grab Life Right Here!** was launched throughout central and southwest Ohio, with additional penetration in contiguous states. A landing page, :30 video, traveler persona survey and engaging posts powered the campaign message.

Similarly, we activated a number of sales and marketing initiatives for the Bureau, Center and Greystone, including: **Let's Start Planning {AGAIN!}**; **See Akron Now** booking and referral programs; **{RE}engagement Receptions**; and a **Greystone Wedding Referral** program.



[RE]activate akron

**GRAB LIFE
RIGHT HERE**

WE'RE READY WHEN YOU'RE READY

LET'S START PLANNING {AGAIN!}

JOHN S. KNIGHT CENTER | AKRON, OH



THE GAMES

It's easy to play in Greater Akron! Throughout 2021, our community welcomed the best and brightest youth, amateur and professional athletes from around the globe. Spirited competition fueled each event, as individual goals were achieved and team unity was strengthened. Signature events included:



OHSAA Baseball State Championships
OHSAA Softball State Championships
Bridgestone Senior Players Championship
Akron Marathon Race Series
All-American Soap Box Derby World Championships
USA BMX

The Sports Alliance of Greater Akron will continue to serve as a resource for existing events, and identify new opportunities to showcase and utilize our wide array of sports venues.



THE eGAMES

ReadyUpAkron.com was launched to bolster our efforts in securing eSports events. Building upon the success of The University of Akron's 4-time national champion Rocket League Collegiate team, and their eSports curriculum, scholarships and business certifications.



THE COLLABORATIONS

It's true: the whole is always larger than the sum of its parts. The power of collaboration fueled a variety of local and statewide initiatives. Leveraging resources and amplifying a collective voice were integral to the re-engagement of visitors and the refinement of our branding.

Ohio Professional Golf Trail

The Bridgestone Senior Players Championship was one of seven professional tournaments held in Ohio.

Ohio Holiday Lights Trail

Deck The Hall at Stan Hywet and Wild Lights at the Akron Zoo were among forty-three statewide trail stops.

Greater Akron Lodging Council

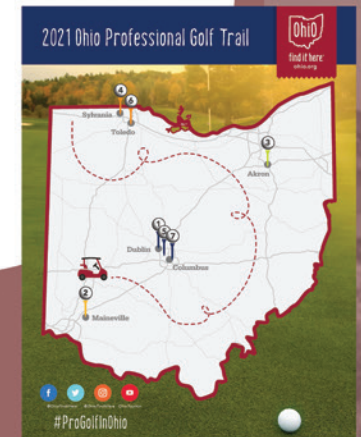
Ongoing initiatives, including the Akron Destination Marketing Fund supported the efforts of our lodging industry partners.

LGBTQ+ Community Needs Assessment

This first-ever research study included the vital role our tourism and hospitality industry plays.

Ohio Travel Association's EPIC Group Experience Program

The first of its kind in the U.S., completion of the program underscores Greater Akron's viability as a top group tour experience destination in Ohio and throughout the region.



THE LIMELIGHT

Television coverage throughout northeast and central Ohio accelerated the positive momentum of our local hospitality industry's resurgence. Live remotes featured our 5th annual Summit Brew Path, and our 2nd annual The Drip Drive - Greater Akron Coffee Experience. Out N About Columbus featured the Akron Children's Museum, along with an open invitation to explore our other art and cultural institutions.



Get Ready Beer Lovers, The Summit Brew Path Continues.



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BOARD OFFICERS

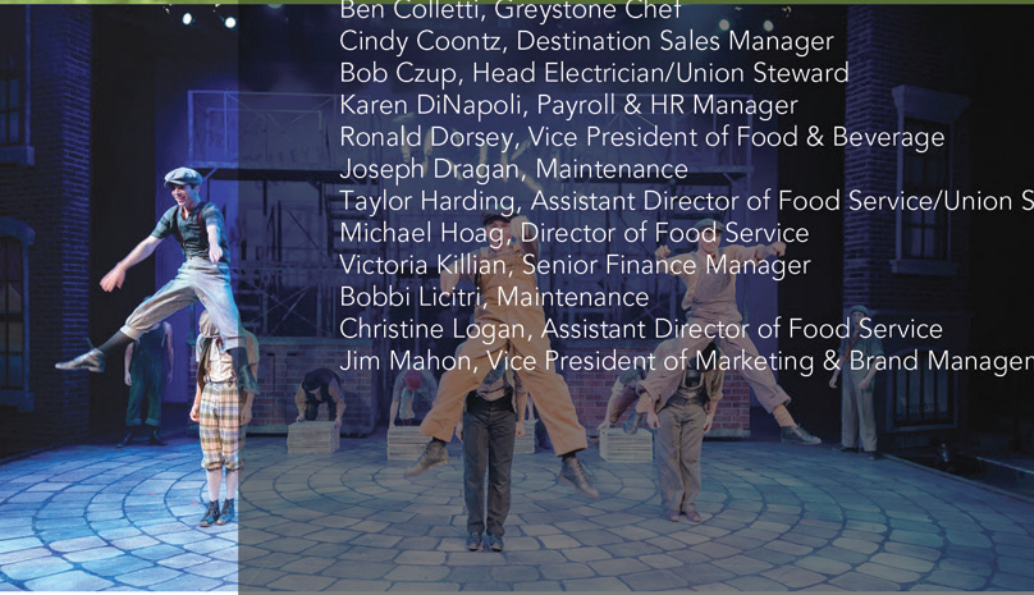
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THE STAFF

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Bobbi Licitri, Maintenance
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Jim Mahon, Vice President of Marketing & Brand Management

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Michael O'Hara, Assistant Operations Manager
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Keith Pomeraning, Director of Operations
Jill Raymond, Center Sales Manager
Tate Ricker, Operations Manager
Autumn Ritchie, Destination Sales Associate
Mike Rizzo, Executive Chef
Misti Sherman, Administrative Coordinator
Mary Tricaso, Director of Sales
Brandon Walker, Maintenance
Daniel Whetstone, Commis Chef
Chuck Wolfe, Client Services Manager





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