

TOURISM COUNTS

DRIVING ECONOMIC IMPACT THROUGH VISITOR SPENDING AND HOSPITALITY INDUSTRY JOB GROWTH

2017 STUDY RESULTS SHOW THE STRONGEST VISITOR NUMBERS THE CINCINNATI REGION HAS EVER TRACKED.

26.6 Million Visitors

Connected with the region's
Unmistakably Cincinnati experiences.

\$5.3 Billion in Spending

Up 4 percent over 2016, driven by spending
on food and beverage, retail and lodging.

80,327 Jobs

A record number of jobs supported
by travel and tourism.

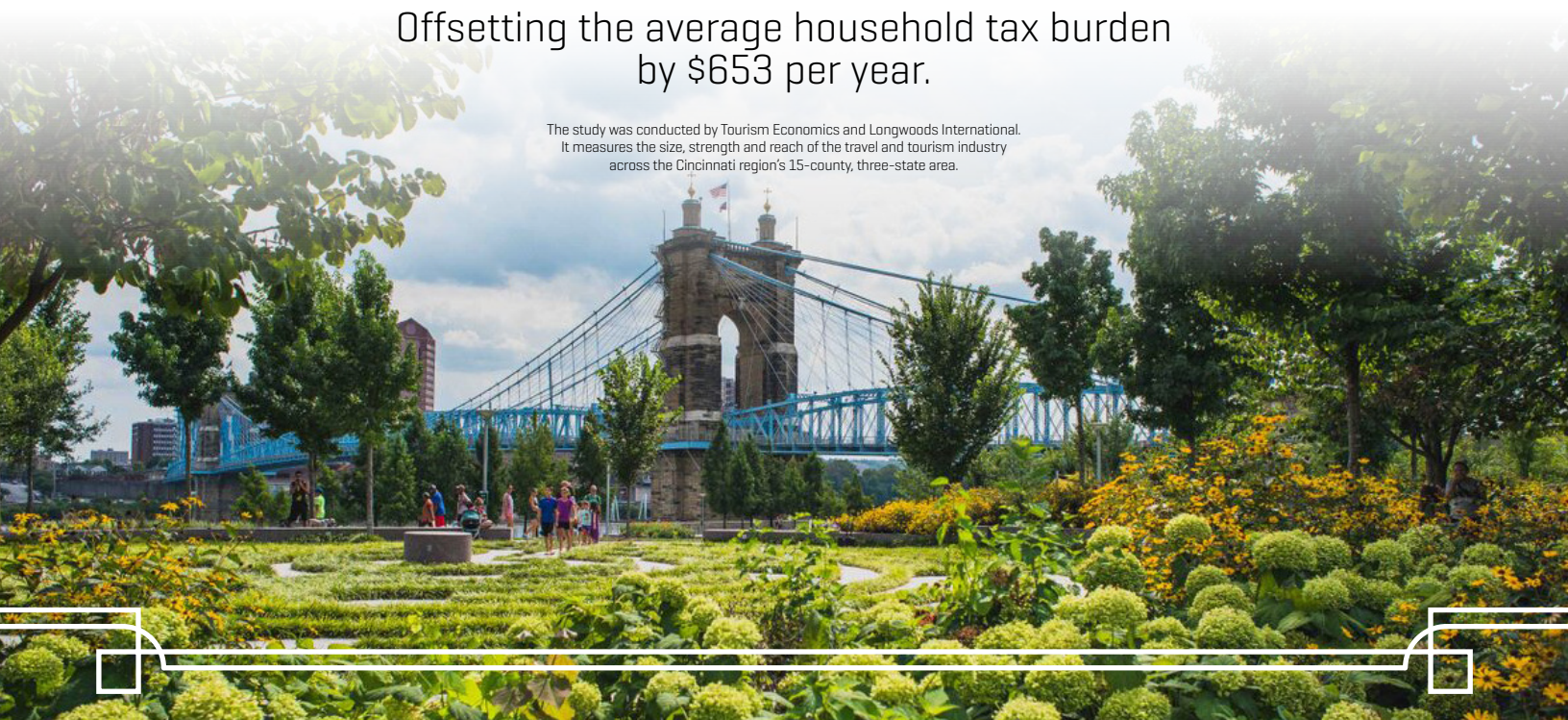
\$2.7 Billion in Income

A 5.1 percent increase in total salaries
produced by industry-related jobs.

\$1.2 Billion in Tax Revenue

Offsetting the average household tax burden
by \$653 per year.

The study was conducted by Tourism Economics and Longwoods International.
It measures the size, strength and reach of the travel and tourism industry
across the Cincinnati region's 15-county, three-state area.



WHY IT MATTERS

The travel and tourism industry continues to be a major driver in the Cincinnati regional economic engine, with billions of dollars spent at local businesses supporting thousands of jobs and generating millions in tax revenues for our communities.

The findings reinforce both the power of growth and development efforts happening across the region, and a collaborative business model that maximizes opportunity.

- **The record numbers reflect the power of the region's collaboration** — civic, government and business all working together to create and sustain new jobs, drive visitor spending, generate tax revenues and position the Cincinnati region as a world-class destination.
- National data shows that **cities and regions that succeed as tourism destinations are more likely to succeed in broader economic terms.** That has certainly been true for the Cincinnati region.
- National awareness about the region's arts and culture, culinary gems and entrepreneurial business climate has never been stronger. With an elevated reputation and destination profile, **the Cincinnati region is attracting new investment, development and high-profile events. Our story continues.**

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