

THE POWER OF TOURISM



COLUMBUS
LIVE FORWARD

FUELS THE ECONOMY



Greater Columbus welcomes

43 million
visitors each year

They directly spend

\$7.6 billion
at local businesses

EMPLOYS RESIDENTS

The tourism sector supports nearly

78,600 jobs

in Columbus and Franklin County,

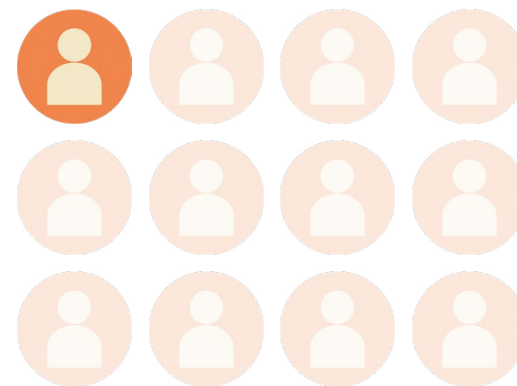
enough to more than fill these venues combined:



Tourism supports

one in every 12 jobs

in Franklin County



GENERATES REVENUE

The tourism industry generates revenue for vital city and county needs. In fact, **local, state and federal tax revenue generated by visitors to Franklin County is estimated at \$1.35 billion**, providing millions in support to local human services, economic development and the arts.

\$156 million
in city tax revenue is generated by
the tourism industry,
saving each Franklin County household
\$2,599 per year.

The tax generated is enough to support the salaries of:



2,207

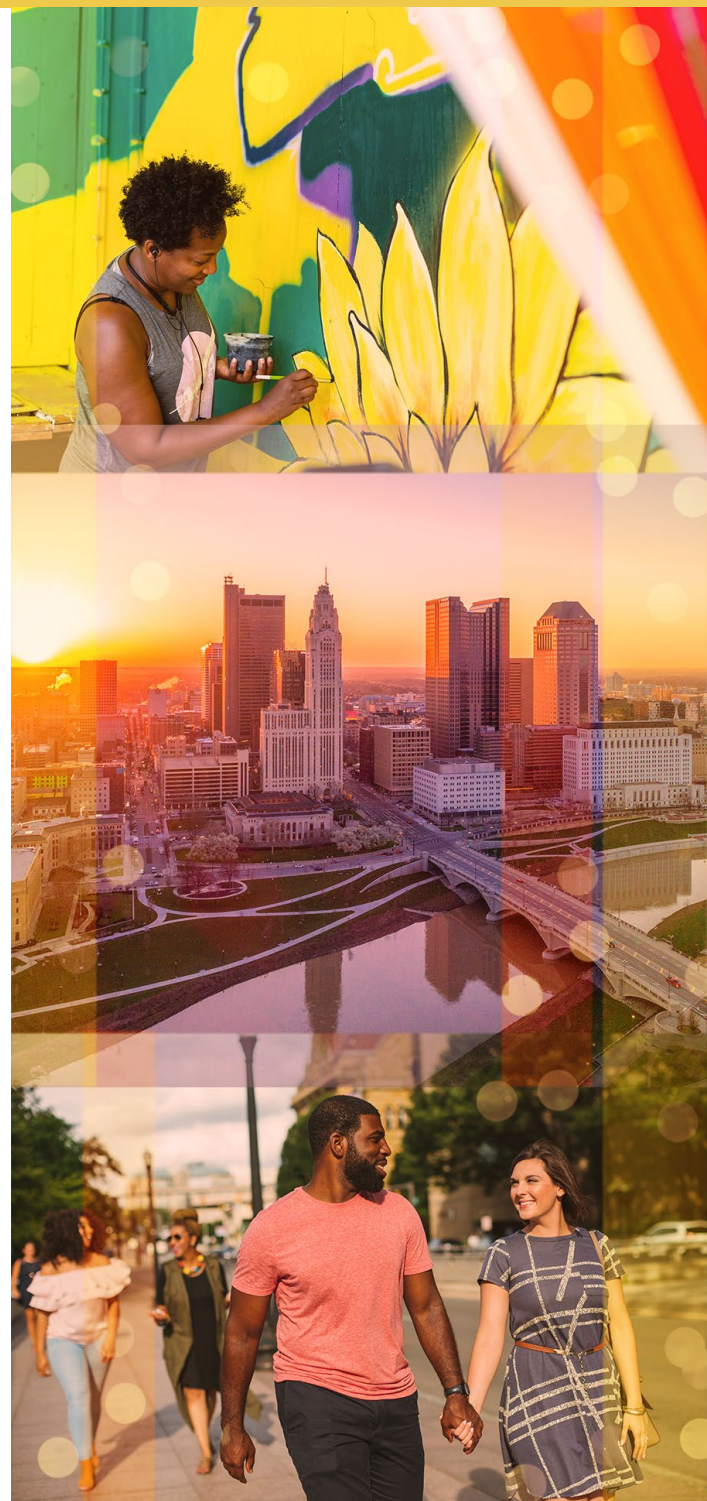
local firefighters

2,335

local police officers

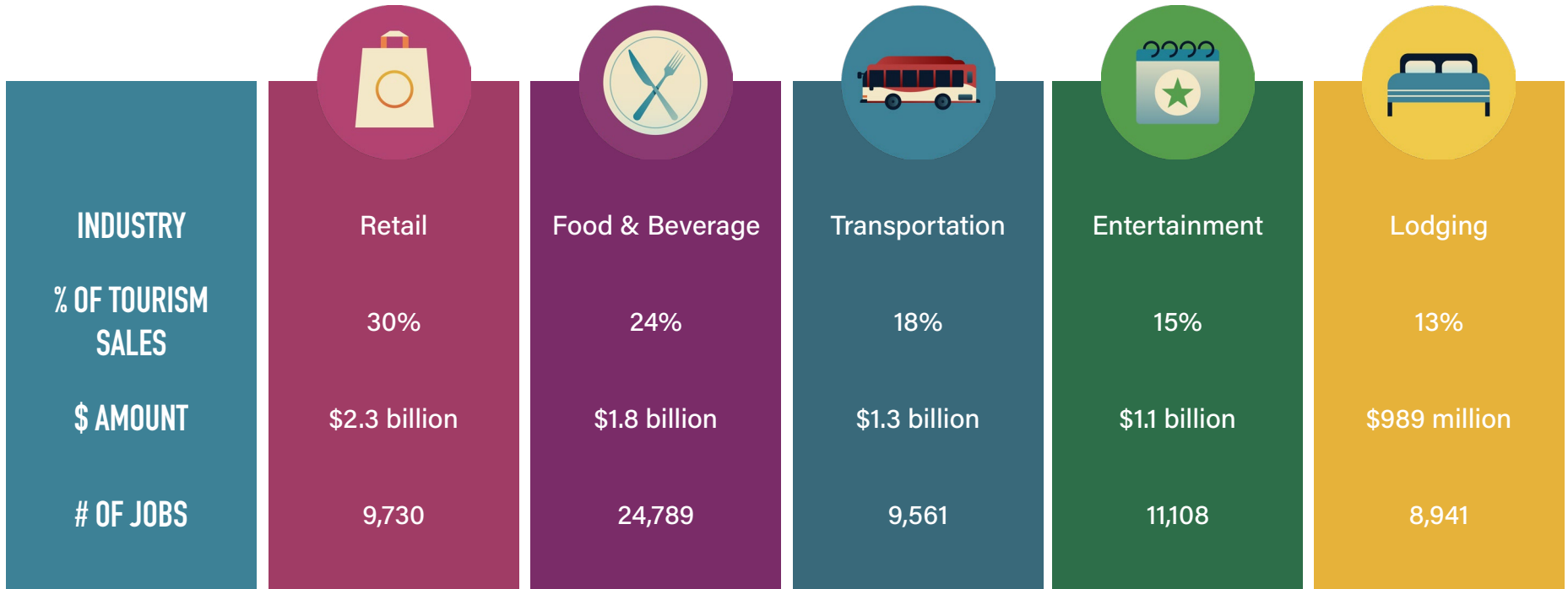
2,225

Columbus City
Schools teachers



RETURN ON INVESTMENT

The top five industry sectors that benefit from visitor spending:



Bed tax collections bring in \$49.7 million and benefit:

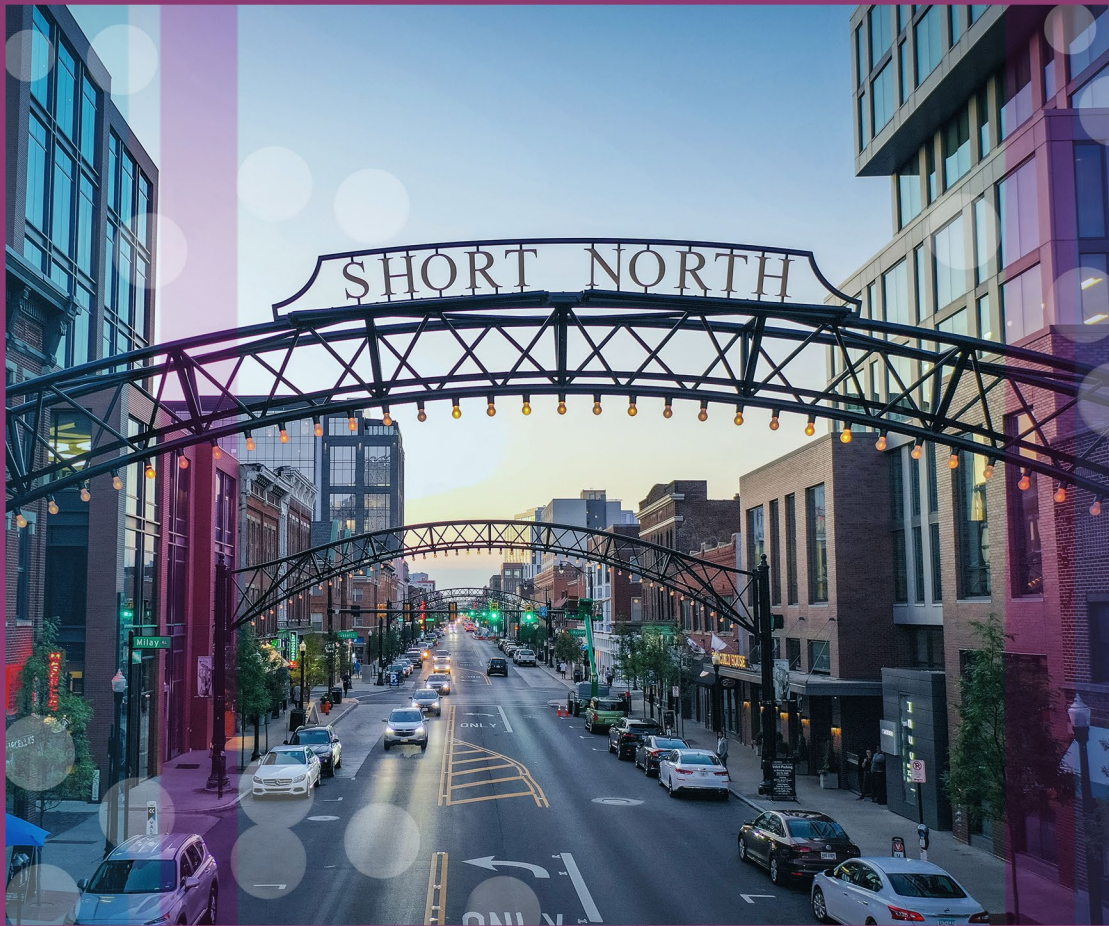


30+ Human Services



Greater Columbus Arts Council





Experience Columbus is the destination marketing organization for Greater Columbus. We are 100% dedicated to selling, marketing and promoting the region to visitors. We partner with the Greater Columbus Sports Commission to collaboratively promote leisure trips, conventions, meetings and sporting events to more than 43 million visitors each year.

For more information on the importance of tourism and how to get involved, call us at 614-221-6623.



277 W. Nationwide Blvd., Ste. 125
Columbus, OH 43215
614-221-6623
experiencecolumbus.com



155 W. Nationwide Blvd., Ste. 125
Columbus, OH 43215
614-221-6060
columbusports.org