Greater Columbus welcomes **43 million** visitors each year.

They directly spend **$7.6 billion** at local businesses.

**FUELS THE ECONOMY**

The tourism sector supports nearly **78,600 jobs** in Columbus and Franklin County, enough to more than fill these venues combined:

- Nationwide Arena
- Mapfre Stadium
- Schottenstein Center
- Huntington Park

**EMPLOYS RESIDENTS**

Tourism supports **one in every 12 jobs** in Franklin County.

SOURCE: Tourism Economics, The Economic Impact of Visitors in Columbus and Franklin County, Calendar Year 2019

SOURCE: Longwoods International, Columbus 2019 Visitor Research
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:

<table>
<thead>
<tr>
<th>Industry</th>
<th>% of Tourism Sales</th>
<th>$ Amount</th>
<th># of Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>30%</td>
<td>$2.3 billion</td>
<td>9,730</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>24%</td>
<td>$1.8 billion</td>
<td>24,789</td>
</tr>
<tr>
<td>Transportation</td>
<td>18%</td>
<td>$1.3 billion</td>
<td>9,561</td>
</tr>
<tr>
<td>Entertainment</td>
<td>15%</td>
<td>$1.1 billion</td>
<td>11,108</td>
</tr>
<tr>
<td>Lodging</td>
<td>13%</td>
<td>$989 million</td>
<td>8,941</td>
</tr>
</tbody>
</table>

Bed tax collections bring in $49.7 million and benefit:

**Source:** Office of City of Columbus Auditor, Megan Kilgore, 2019 Hotel/Motel Bed Tax Collections
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.