

# ECONOMIC IMPACT OF TOURISM IN GREENE COUNTY, OHIO 2019

Prepared for:  
TourismOhio



[WWW.TOURISMECONOMICS.COM](http://WWW.TOURISMECONOMICS.COM)

# INTRODUCTION

The travel sector is an integral part of the Ohio economy. Visitors generate significant economic benefits to households, businesses, and government alike and represent a critical driver of Ohio's future.

By monitoring the visitor economy, policymakers can inform decisions regarding the funding and prioritization of the sector's development. They can also carefully monitor its successes and future needs. By establishing a baseline of economic impacts, the industry can track its progress over time.

To quantify the economic significance of the tourism sector in Ohio, Tourism Economics prepared a comprehensive model using multiple primary and secondary data sources to quantify the economic impacts arising from visitor spending.

Impact modeling is based on an IMPLAN Input-Output (I-O) model for Ohio. The results of this study show the scope of the travel sector in terms of direct visitor spending, and total economic impacts, including employment, household income, and tax impacts in the broader economy.

The County level analysis shares out the state impacts to all Ohio counties, and includes tourism sales, employment generated, income earned, and tax revenues generated.

The state and county level analyses draw on the following data sources:

- Longwoods International: survey data, including spending and visitor profile characteristics for visitors to Ohio.
- Bureau of Economic Analysis and Bureau of Labor Statistics: employment and wage data, by industry by county.
- STR: Lodging performance data, including room demand, room rates, occupancy, and room revenue by county.
- Tax collections: Lodging, restaurant, and recreation tax receipts at the county level.
- US Census: business sales by industry and seasonal second homes inventory.
- Tourism Economics: international travel data for overseas, Canadian, and Mexican travel to Ohio based on aviation, survey, and credit card information

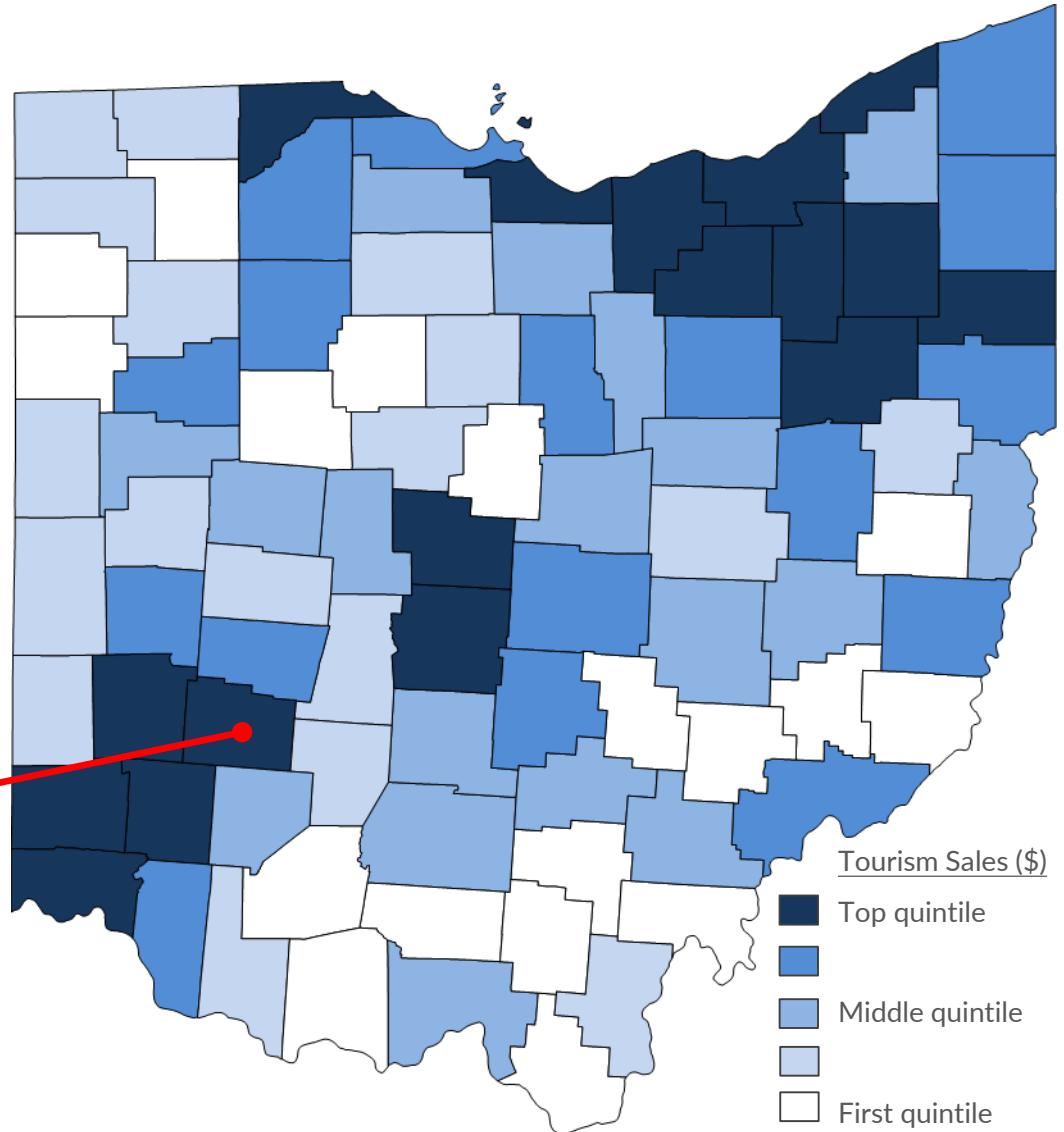
# KEY FINDINGS

## Greene County

### Greene County, Ohio

	Tourism impact
Sales	\$877.6 million
Wages	\$204.4 million
Taxes	\$107.4 million
Employment	8,692

### Greene County



# KEY FINDINGS

## Greene County

### Growth in visitation, spending, and employment

Tourism is an integral part of the Greene County economy and continues to be a key driver of business sales, employment, and tax revenue.

Approximately 11.6% of all private jobs in the County were sustained by tourism.



### Visitor Spending

Visitors to Greene County spent \$577.7 million in 2019, which generated \$877.6 million in business sales when including indirect impacts.



### Employment Generator

A total of 8,692 jobs were sustained by visitors to Greene County in 2019. This included 6,469 direct and 2,222 indirect and induced jobs.



### Fiscal Contributions

Tourism in Greene County generated \$107.4 million in tax revenues in 2019, with \$52.9 million accruing to state and local governments.



## ECONOMIC IMPACTS

How visitor spending generates employment and income

Our analysis of tourism's impact on Ohio begins with actual spending by visitors, but also considers the downstream effects of this injection of spending into the local economy. To determine the total economic impact of tourism in Ohio, we input visitor spending into a model of the Ohio economy created in IMPLAN. This model calculates three distinct types of impact: direct, indirect, and induced.

The impacts on business sales, jobs, wages, and taxes are calculated for all three levels of impact.

- 1. Direct Impacts:** Visitors create direct economic value within a discrete group of sectors (e.g. recreation, transportation). This supports a relative proportion of jobs, wages, taxes, and GDP within each sector.
- 2. Indirect Impacts:** Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts.
- 3. Induced Impacts:** Lastly, the induced impact is generated when employees whose wages are generated either directly or indirectly by visitors, spend those wages in the local economy.

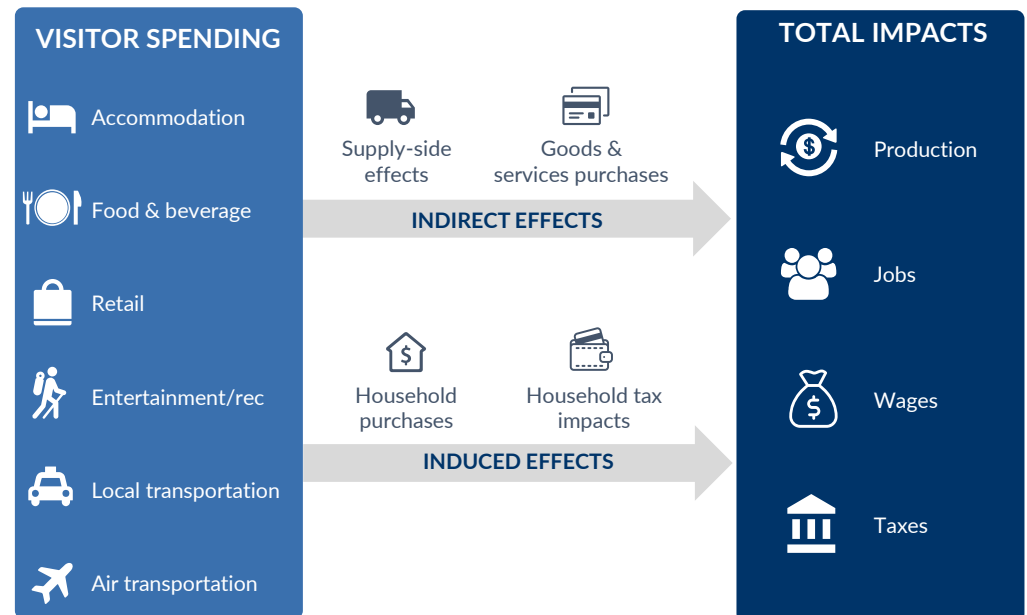
# ECONOMIC IMPACTS

How visitor spending generates employment and income

## Economic impact flowchart

IMPLAN is particularly effective because it calculates these three levels of impact – direct, indirect, and induced – for a broad set of indicators. These include the following:

- Spending
- Wages
- Employment
- Federal Taxes
- State Taxes
- Local Taxes



# GREENE COUNTY IMPACTS

# ECONOMIC IMPACTS

Direct sales in the County and region

Greene County visitor spending increased 13.0% in 2019, ahead of the state overall.

## Direct sales trends

	2017	2018	2019
<b>Greene County direct sales trends:</b>			
Sales volume (\$mils)	505.6	511.3	577.7
Sales growth, % change	15.6%	1.1%	13.0%
<b>Wider region and state direct sales trends:</b>			
Southwest Ohio sales growth, % change	3.7%	3.9%	3.9%
Ohio sales growth, % change	3.5%	4.6%	4.0%

Source: Tourism Economics

# ECONOMIC IMPACTS

## Business sales impacts by industry

Tourism generated \$877.6 million in total business sales in Greene County.

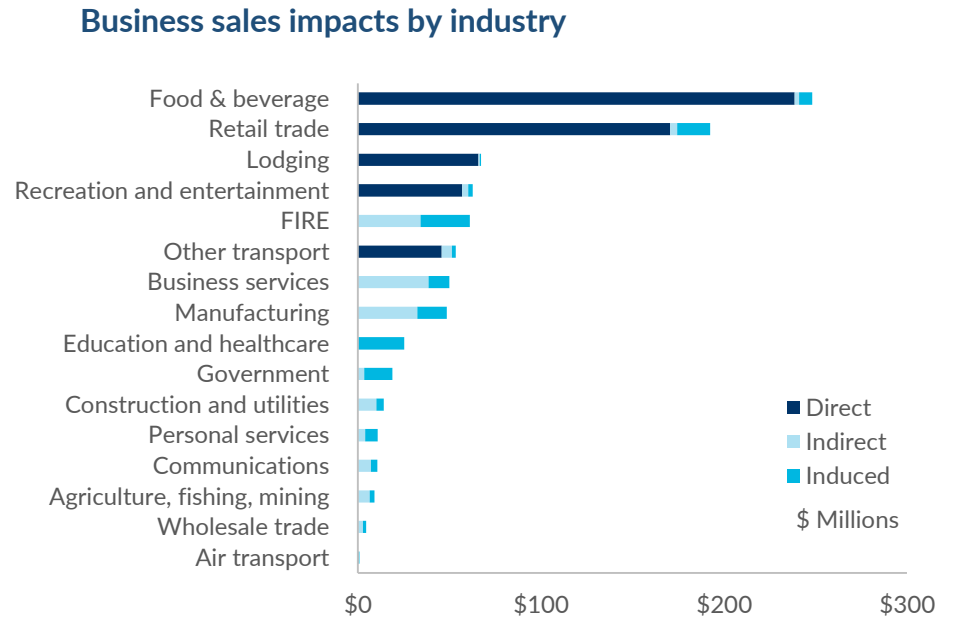
### Business sales impacts by industry

Amounts in millions of current dollars	Direct sales	Indirect sales	Induced sales	Total sales
<b>Total, all industries</b>	<b>\$577.7</b>	<b>\$155.6</b>	<b>\$144.4</b>	<b>\$877.6</b>
<b>By industry</b>				
Food & beverage	\$238.5	\$2.4	\$7.2	\$248.1
Retail trade	\$170.6	\$3.9	\$18.0	\$192.5
Lodging	\$65.8	\$0.8	\$0.7	\$67.3
Recreation and entertainment	\$56.9	\$3.3	\$2.5	\$62.8
FIRE	\$0.0	\$34.2	\$27.0	\$61.2
Other transport	\$45.7	\$5.5	\$2.1	\$53.4
Business services	\$0.0	\$38.6	\$11.4	\$50.0
Manufacturing	\$0.0	\$32.5	\$15.9	\$48.4
Education and healthcare	\$0.0	\$0.1	\$25.1	\$25.2
Government	\$0.0	\$3.3	\$15.5	\$18.9
Construction and utilities	\$0.0	\$10.1	\$4.0	\$14.2
Personal services	\$0.0	\$4.0	\$6.7	\$10.7
Communications	\$0.0	\$7.2	\$3.4	\$10.5
Agriculture, fishing, mining	\$0.0	\$6.5	\$2.6	\$9.1
Wholesale trade	\$0.0	\$2.7	\$1.8	\$4.5
Air transport	\$0.2	\$0.3	\$0.3	\$0.8

Source: Tourism Economics

# ECONOMIC IMPACTS

## Business sales impacts by industry



Source: Tourism Economics

# ECONOMIC IMPACTS

## Employment impacts by industry

Tourism generated 8,692 jobs in Greene County.

### Employment impacts by industry

Amounts in number of jobs	Direct jobs	Indirect jobs	Induced jobs	Total jobs
<b>Total, all industries</b>	<b>6,469</b>	<b>1,072</b>	<b>1,150</b>	<b>8,692</b>
<b>By industry</b>				
Food & beverage	3,404	49	135	3,588
Retail trade	974	52	227	1,253
Lodging	978	11	9	998
Recreation and entertainment	626	70	39	735
Other transport	487	100	37	624
Business services	-	353	107	460
Education and healthcare	-	4	305	309
FIRE	-	176	103	279
Personal services	-	43	101	144
Manufacturing	-	70	31	100
Agriculture, fishing, mining	-	49	19	68
Construction and utilities	-	35	8	43
Communications	-	31	12	43
Government	-	18	9	27
Wholesale trade	-	12	8	19
Air transport	-	1	1	2

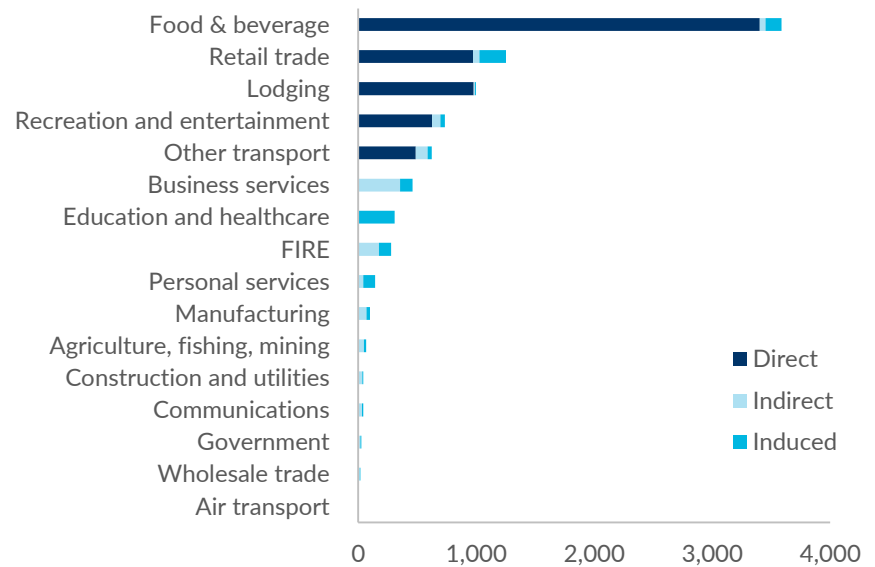
Source: Tourism Economics

# ECONOMIC IMPACTS

## Employment impacts by industry

The 8,692 jobs generated by tourism across several industries represented 11.6% of total county employment in 2019.

### Employment impacts by industry



Source: Tourism Economics

# ECONOMIC IMPACTS

## Personal income impacts by industry

Tourism generated \$204.4 million in income in the County.

### Personal income impacts by industry

Amounts in millions of current dollars	Direct income	Indirect income	Induced income	Total income
<b>Total, all industries</b>	<b>\$127.7</b>	<b>\$39.8</b>	<b>\$37.0</b>	<b>\$204.4</b>
<b>By industry</b>				
Food & beverage	\$70.4	\$0.8	\$2.1	\$73.2
Retail trade	\$18.2	\$1.4	\$5.6	\$25.1
Other transport	\$14.8	\$4.1	\$1.5	\$20.4
Business services	\$0.0	\$14.7	\$4.4	\$19.1
Lodging	\$15.8	\$0.3	\$0.2	\$16.2
Education and healthcare	\$0.0	\$0.1	\$11.4	\$11.5
Recreation and entertainment	\$8.5	\$1.0	\$0.8	\$10.3
FIRE	\$0.0	\$5.5	\$3.9	\$9.5
Manufacturing	\$0.0	\$3.7	\$1.7	\$5.4
Personal services	\$0.0	\$1.3	\$2.3	\$3.6
Construction and utilities	\$0.0	\$2.6	\$0.9	\$3.6
Communications	\$0.0	\$1.6	\$0.6	\$2.3
Agriculture, fishing, mining	\$0.0	\$1.0	\$0.5	\$1.5
Government	\$0.0	\$0.9	\$0.4	\$1.4
Wholesale trade	\$0.0	\$0.7	\$0.5	\$1.1
Air transport	\$0.0	\$0.1	\$0.1	\$0.2

Source: Tourism Economics

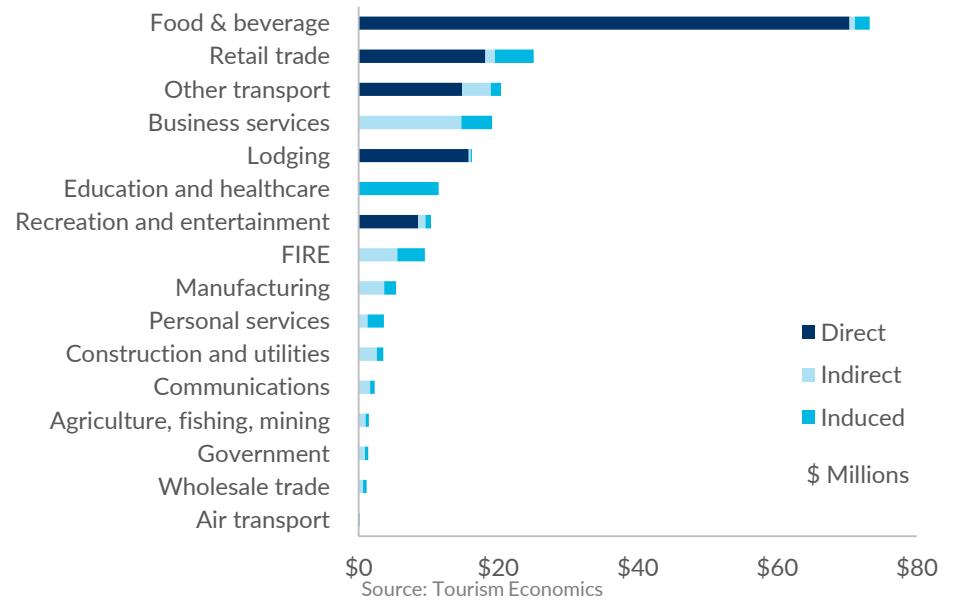
# ECONOMIC IMPACTS

## Personal income impacts by industry

Food and beverage and retail had the largest direct personal income support by tourism.

Other industries, such as business services, education and healthcare, were supported mainly by indirect and induced means.

Personal income impacts by industry



# ECONOMIC IMPACTS

## Fiscal impacts

Tourism generated \$107.4 million in tax revenues, including \$52.9 million in state and local revenues.

Tourism tax revenues saved households in-county \$808 per household in 2019.

### Tourism-generated tax revenues in 2019

Amounts in nominal dollars	Taxes generated
<b>Total tax revenues</b>	<b>\$107,417,180</b>
Federal Taxes	\$54,551,362
State Taxes	\$31,731,448
Local Taxes	\$21,134,370
State/Local Tax Savings Per Household	\$808

Source: Tourism Economics

# ABOUT TOURISM ECONOMICS

Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of the travel sector with proven economic tools to answer the most important questions facing our clients. More than 500 companies, associations, and destination work with Tourism Economics every year as a research partner. We bring decades of experience to every engagement to help our clients make better marketing, investment, and policy decisions. Our team of highly-specialized economists deliver:

- Global travel data-sets with the broadest set of country, city, and state coverage available
- Travel forecasts that are directly linked to the economic and demographic outlook for origins and destinations
- Economic impact analysis that highlights the value of visitors, events, developments, and industry segments
- Policy analysis that informs critical funding, taxation, and travel facilitation decisions
- Market assessments that define market allocation and investment decisions

Tourism Economics operates out of regional headquarters in Philadelphia and Oxford, with offices in Belfast, Buenos Aires, Dubai, Frankfurt, and Ontario.

Oxford Economics is one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact. Headquartered in Oxford, England, with regional centers in London, New York, and Singapore, Oxford Economics has offices across the globe in Belfast, Chicago, Dubai, Miami, Milan, Paris, Philadelphia, San Francisco, and Washington DC, we employ over 250 full-time staff, including 150 professional economists, industry experts and business editors—one of the largest teams of macroeconomists and thought leadership specialists.

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