

SHORES & ISLANDS OHIO

Grow With Us

Thank you to all of our partners! 2023 was a successful year showing tremendous growth thanks to your support. As our region continues to evolve, the Shores & Islands Ohio team looks forward to being a part of the drive that allows our home to thrive.

51 Projects received Destination Development Grants totaling **\$458,192**

41 Conference/Event/Sports Grants were awarded totaling **\$158,287**

Website Sessions: **1.86M**
Website Page Views: **4.75M**
Outbound Clicks to Partner Websites: **285K**

345,000+ Social Media Followers

Hosted **23** Influencers/Content Creators with Total Social Reach of **2.5M**

Group Accounts Team engaged with **131** Meeting/Event/Sports Groups

Group Accounts Team fielded **481** leads for group business from trade shows, third-party platforms, or other sources

49 New Blogs Written & Posted

86,104 Consumer Enews Subscribers
1,081 Partner E-News Subscribers



ABOUT US

26,000+ Served at our Welcome Centers

Visitors Experiences
Team presence at **23** Community Events

20 Community Presentations made on the Power of Our Tourism Industry

Shores & Islands Staff represented on **27** Local, Regional, State, or National Boards/Committees

*As part of our mission to continually improve our service to the businesses, organizations, and communities we represent, we ask that you please scan the code and take our **Partnership Survey**. Let us know how we're doing and how we can help you grow.*



S&IO Survey

SHORES & ISLANDS – 2023

HOTEL OCCUPANCY



SHORES & ISLANDS – 2023

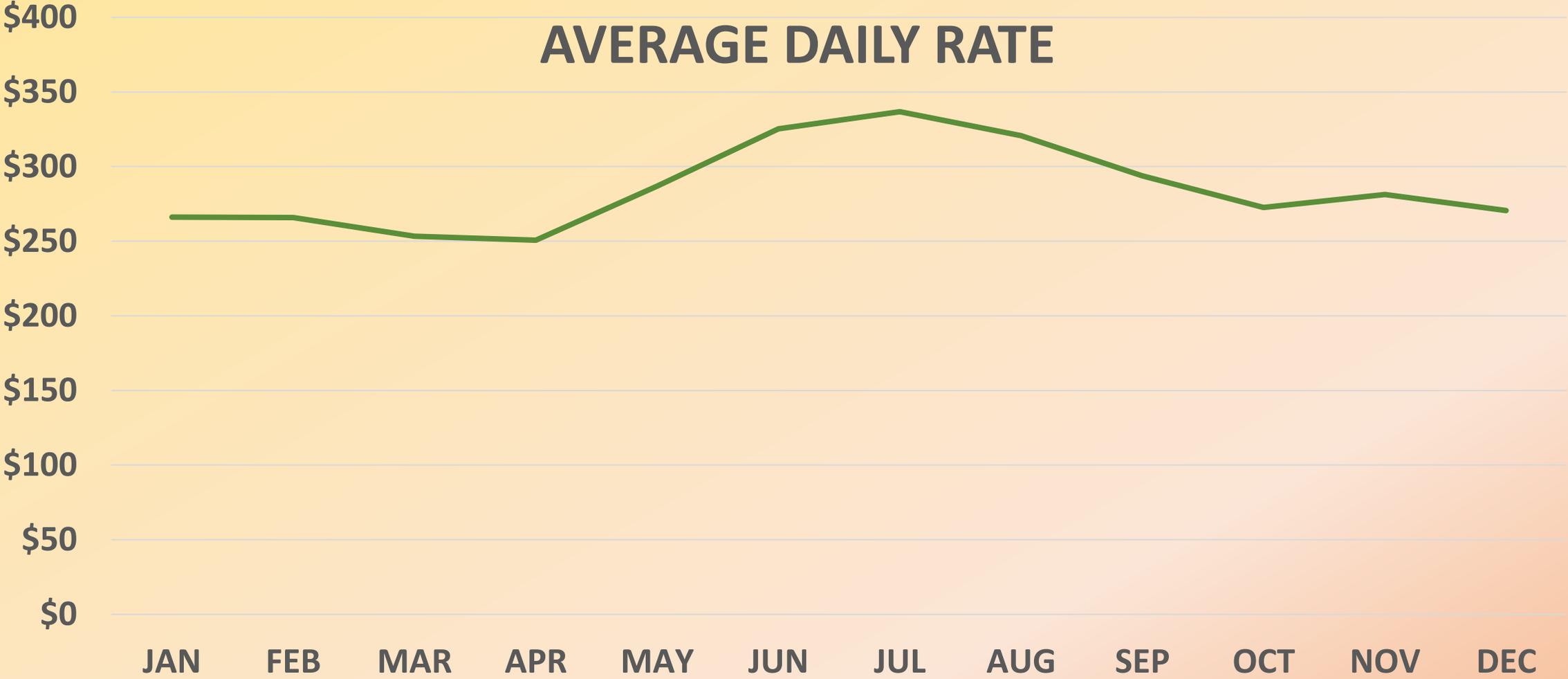
SHORT TERM RENTAL OCCUPANCY



SHORES & ISLANDS – 2023 HOTEL AVERAGE DAILY RATE



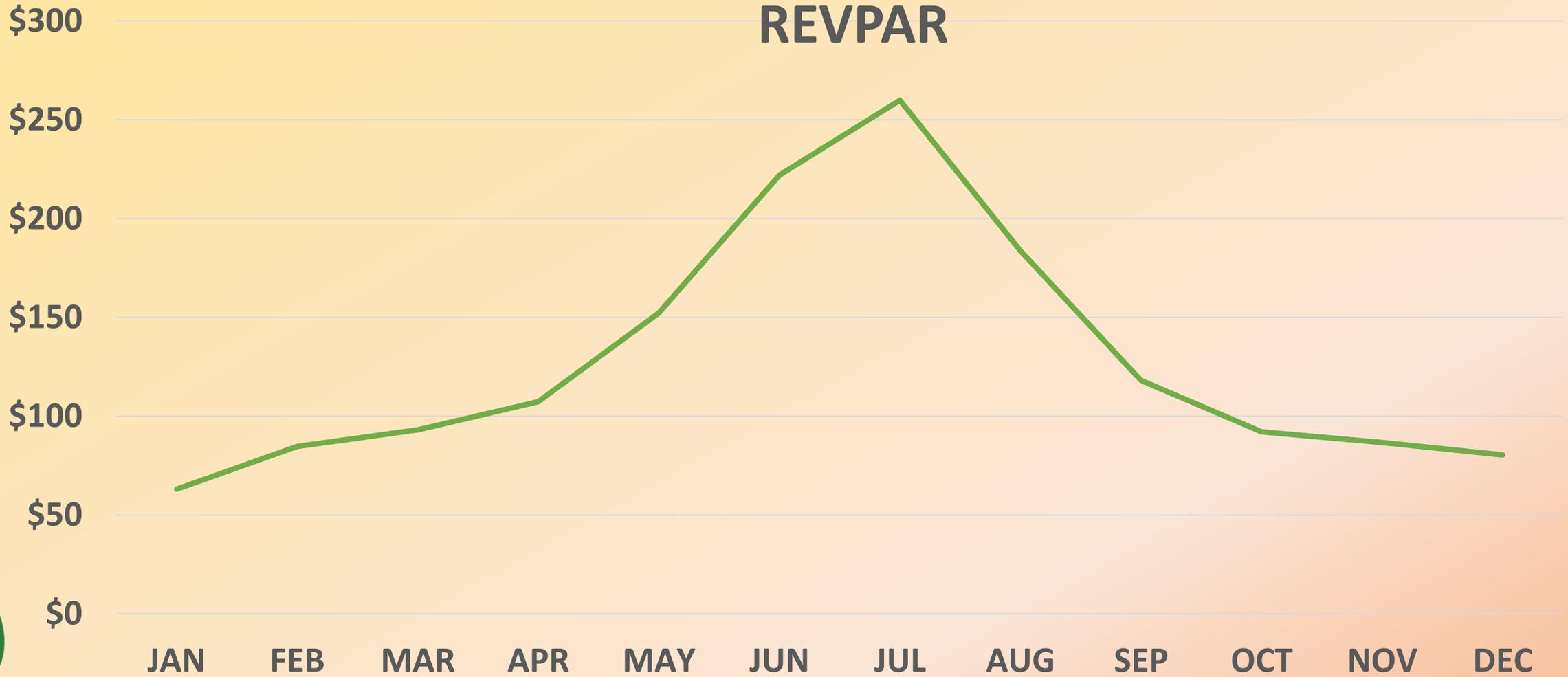
SHORES & ISLANDS – 2023 SHORT TERM RENTALS AVERAGE DAILY RATE



SHORES & ISLANDS – 2023 HOTEL REVPAR



SHORES & ISLANDS – 2023 SHORT TERM RENTALS REVPAR



MYRTLE BEACH – 2023 HOTEL OCCUPANCY



MYRTLE BEACH – 2023 HOTEL AVERAGE DAILY RATE



MYRTLE BEACH – 2023 HOTEL REVPAR



TRAVERSE CITY – 2023 HOTEL OCCUPANCY



TRAVERSE CITY – 2023 HOTEL AVERAGE DAILY RATE



TRAVERSE CITY – 2023 HOTEL REVPAR



WARREN COUNTY – 2023 HOTEL OCCUPANCY



WARREN COUNTY – 2023 HOTEL AVERAGE DAILY RATE



WARREN COUNTY- 2023 HOTEL REVPAR

