

SHORES & ISLANDS OHIO

Economic Impact of Tourism 2023

Source: Tourism Economics 2023 Ohio Visitor Economy Report (updated biennially)

Total Tourism Sales

\$2,668,800,000 Erie County

+ \$472,100,000 Ottawa County

\$3,140,900,000 Shores & Islands Ohio total - **17% increase since 2021**

Direct Tourism Sales

\$1,627,800,000 Erie County

+ \$286,900,000 Ottawa County

\$1,914,700,000 Shores & Islands Ohio total

Tourism Sales by Sector

Retail \$520,600,000 **17%**

Transportation* \$497,900,000 **16%**

Lodging \$403,100,000 **13%**

Food & Beverage \$376,700,000 **12%**

Recreation & Entertainment \$354,400,000 **11%**

Other/Services \$988,200,000 **31%**

*Transportation includes public transit, taxi, parking, rentals, gas

Tourism Employment

12,114 Erie County

+ 2,956 Ottawa County

15,070 tourism jobs

1 in every 7 jobs in Ottawa County and 1 in every 4 jobs in Erie County

Tourism Wages

\$386,000,000 Erie County

+ \$91,400,000 Ottawa County

\$477,400,000

Total Taxes Generated by Tourism

\$323,600,000 Erie County

+ \$59,000,000 Ottawa County

\$382,600,000

State Taxes Generated by Tourism in S&IO

\$90,000,000 Erie County

+ \$16,300,000 Ottawa County

\$106,300,000

Local Taxes Generated by Tourism in S&IO

\$75,500,000 Erie County

\$13,900,000 Ottawa County

State and Local Tax Savings* per Household

\$5,158 Erie County

\$1,682 Ottawa County

*Each household in the county would need to be taxed an additional \$5,155 (Erie) to replace the visitor-generated taxes received by state and local governments in 2023.

Number of Visits (Trips) to Shores & Islands Ohio in 2023 = 13.3 million

Formula based on direct tourism sales divided by the average per trip spend of \$124/person for a day trip and \$400/person for overnight trips. Visits to Ohio in 2023 were tracked as 80% day and 20% overnight.

Overnight visits increased 17% over 2021 and day visits increased by 11%