

Start Coasting

State of Tourism, an Overview of 2018



Destination + Promotion = Economic Impact

11+
million

visitors welcomed to
Lake Erie Shores & Islands

13,918

tourism industry jobs

\$255
million

total taxes generated
by tourism*

\$357
million

tourism-supported
wages

**Tourism-generated local taxes save
Erie and Ottawa County households
an average of **\$1,081** annually.*

Tourism generates

\$2.1 billion

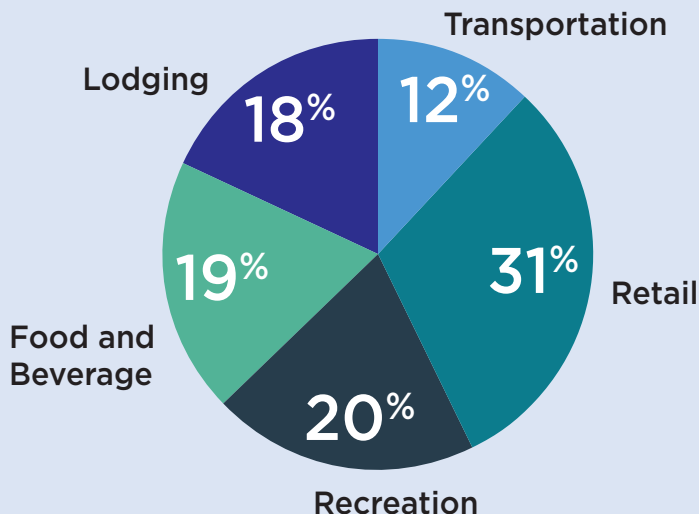
in annual sales

Keeping it Local

Lodging sales.....	\$179,942,458
Lodging tax.....	\$6,856,517
Local sales tax.....	\$24,653,604

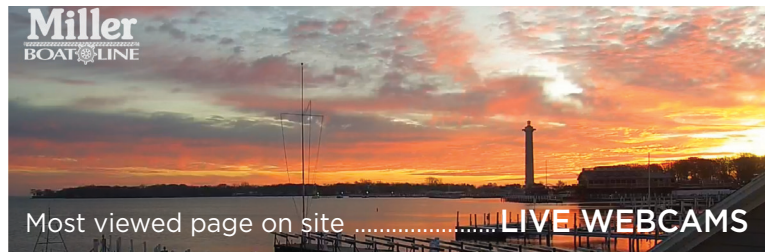
Visitor Experience

Total direct spending in Lake Erie Shores & Islands
\$1,401,924,623



Website Details

Visitor sessions.....	1,298,620
Page views.....	2,883,782
Bounce rate.....	46.3%
Clicks to partner sites.....	279,786
Social media traffic to website.....	85,515



Top five state visitors to SHORESandISLANDS.com
Ohio, Michigan, Pennsylvania, Illinois, Indiana

Top five markets to SHORESandISLANDS.com
Cleveland, Columbus, Detroit, Cincinnati, Toledo

Getting Social



241,900



18,926



13,436

Increased combined social media by **28%**

#WaterparkWednesday

Facebook posts went VIRAL

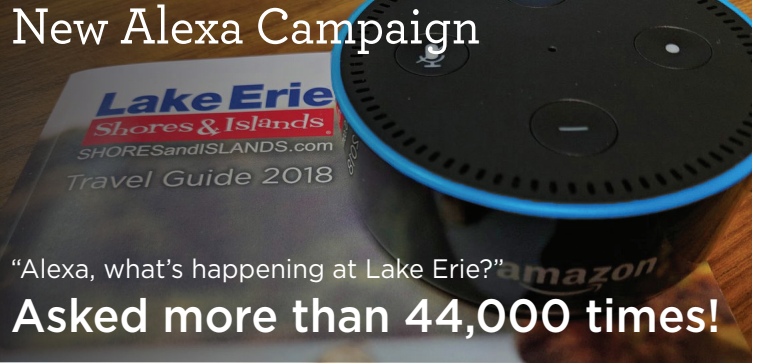
7.3+ million views
and counting!



Public Relations

Media guests hosted.....	37
Combined reach.....	6+ million
Number of positive stories tracked.....	1,075
Potential number of impressions.....	514+ million
Subscribers to our consumer eNewsletter.....	96,425
Subscribers to our partner eNewsletter.....	819
Community outreach presentations.....	19

New Alexa Campaign



"Alexa, what's happening at Lake Erie?"
Asked more than 44,000 times!

Group Sales

Leads obtained by attending **13** group-related trade shows, incoming calls, website, partners, and other prospecting methods by the Group Sales team: **486**

90 groups serviced,
22,534 total travel guides were distributed at information tables, welcome packets, and mailings

The group sales team impacted **96** different groups that represented **36,582** room nights

30 grants and sponsorships were awarded, totaling **\$129,452**

13 partners participated in **Group Tour Co-op**



Visitor Services



Welcome Center visitors served**24,543**

Welcome Center staff attended six leisure shows with total attendance of **850,000+**

216 partners receive the weekly calendar of events email

Travel Counselors and Tourism Ambassadors assisted **15** groups/events

Visitor Services Team delivered **20** welcome baskets to new businesses



Welcome Centers hosted guests from **43** states and **10** countries



Thank you to our amazing partners for a successful 2018!