

2024 Annual Report

Economic Impact

Direct Visitor Spending

\$159.7M

+36% from 2021

Total Economic Impact

\$265.7M

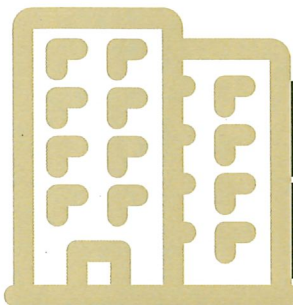
+31% from 2021

Tourism Tax Revenues
Saved Households

\$744

+16% from 2021

*Source: The Ohio Visitors Economy Union County 2023, Tourism Economics



LODGING OVERVIEW

Average Occupancy **68.9%***

Average Daily Rate **\$105.68***

*Highest in Organization's History

ADVERTISING

Print & Digital Advertising

- Ohio Travel Guide
- Ohio Has IT! Group Travel Guide
- Union Station Facebook Advertising
- TourismOhio Co-op Program

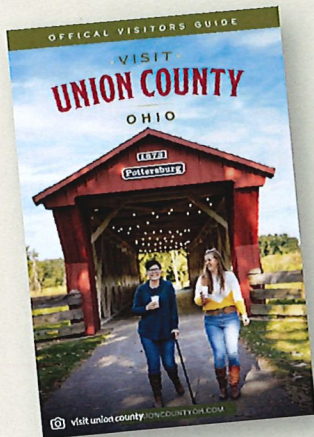


Facebook & Instagram

- Impressions: 989,794
- CTR: 1.43% (industry average is .90%)

Paid Search

- Impressions: 7.7k
- CTR: 17.58% (industry average is 4.10%)



Marketing

NEW Visitors Guide – 20,000

NEW Uptown Marysville Map

NEW Trails Rack Cards in Japanese

TourismOhio Seasonal Event Guides

Tourism Ohio Day



Visit Union County  
Social Media

7,792 Followers
201.4k Reach

Website

57,000
Unique Users

157,830
Page Views



Citation of Excellence, Ohio Travel Association.

Sports Event Development



USA BMX Buckeye Nationals

- 8.3k Visitors
- 665 Athletes
- 32 States & 3 Countries
- 1,800+ Room Nights



32 States



3 Countries



- Cheer Tournament: 79 Teams with 990 Participants
- Wrestling Tournament: 433 participants
- National Website Presence
- 27 Nationally Generated Leads

Group Tour

14 Tours in 2024

11 Tours for 2025

\$27k 2024 Direct Economic Impact



Partner Development

Tourism Grant Program

12 Events Supported

\$30k Funding



Supported Main Street Marysville Events and Organizational Growth.

Special Events



Total Eclipse

- Highest Ranked Page on Ohio.org
- ABC6 Live Broadcast
- Peak Hotel Occupancy

National C10 Breakout

- 2.9k Visitors
- 300 Chevy C10 Trucks

Dine on a Covered Bridge Trolley Tour Series

\$62,670 Direct Impact to 30+ businesses

- Attendees: 7 States & 125 Cities
- 91% would recommend this event
- 15k Website Visitors
- 3,900 Facebook Followers
- Media: featured in *Ohio Magazine*, *Columbus on the Cheap*, *Columbus Navigator*, and *Only in Your State*.

Union Station 1820 Welcome Center

- Invested \$32,443 with 68+ vendors
- YTD Visitation: 7,299
- YTD Sales: \$59,500
- 3,392 Facebook Followers
- E-newsletter open rate: 51%



- 469 Free Pass Sign-ups
- 740 Check-ins
- Visitors from 17 States and the Province of Ontario