



## OHIO DIVISION OF TRAVEL & TOURISM FACT SHEET

### OHIO'S TRAVEL INDUSTRY

Ohio's travel industry is an active, vital and healthy segment of the state's economy. Tourism in Ohio is a diverse industry that offers a variety of activities spread across the state. Ohio's strong tourism sector attracts many visitors from outside of the state and an increasing numbers of international visitors.

#### **TRAVEL EXPENDITURES:**

Travel industry sales in Ohio were \$27.1 billion in 1999, an increase of 7.2% from 1998.

Restaurant (\$9.4 billion) and retail purchases (\$7.6 billion) were the most important source of travel expenditures, accounting for nearly two-thirds of all spending by Ohio travelers in 1999.

The Northeast, Central and Southwest regions of Ohio received the majority of travel expenditures in 1999. Approximately 35% of travel expenditures were focused in the Northeast region, 22.3% from the Central region and 22% from the Southwest region.

Ohio's economy benefits more from day-trippers than most states. Travelers on day trips generated 40% of travel expenditures, followed by people staying with friends and relatives (27%) and people staying at Hotels, Motels and Resorts (25%).

#### **ECONOMIC IMPACTS:**

The travel industry is a significant contributor to Ohio's economy in terms of jobs, income and taxes generated from the tourism. Sales to tourists directly supported 657,100 Ohio jobs in 1999, when including indirect impacts, 965,000 jobs were supported by the travel industry.

Direct travel related employment paid \$9 billion in wages, salary and profits, indirect employment impact accounted for an additional \$7.9 billion in wages, salary and profits. The Northeast region has the most travel generated employment (35%), followed by the Southwest region (22.3%) and the Central region (22.1%).

### Ohio Travel & Tourism Quick Facts:

- Travelers in Ohio spent over \$27.1 billion in 1999
- Day-trips accounted for 40% of all tourist spending in 1999
- The direct and indirect economic impacts of the travel industry include: 965,000 jobs, \$16.9 billion in wages, salary and profits and \$4.2 billion in state and local taxes
- Almost 26 million travelers stayed in Ohio's travel establishments in 1999
- Ohio has 2,137 hotels, motel and resort establishments with over 124,000 rooms/units.
- Ohio has 375 campgrounds, 17,838 campsites, 801 cabins and 761 resort lodge rooms.

The travel industry is also an important contributor of taxes to the State and local governments. In 1999, the travel industry generated \$2.2 billion in state taxes and \$2 billion in local taxes.

### OHIO'S VISITORS

#### **VOLUME:**

Almost 26 million travelers stayed at Ohio hotels, motels and resorts, state parks and private campgrounds in 1999. This figure is an increase of 8.5% in the number of travelers since 1998. Approximately 41% of visitors to Ohio's hotels, motels and resorts were repeat visitors.

#### **ORIGIN OF TRAVELERS:**

Ohio has a diversified visitor base including in-state travelers, out-of state travelers and international visitors. Ohio's diverse visitor base should contribute to future stability in the state's travel industry.

In 1999, in-state travelers accounted for 56% of all overnight guests in Ohio. Over 10 million visitors were out-of state visitors 1999, primarily from Pennsylvania, Michigan and Indiana. Visitors from these three states accounted for 44% of all out-of state travelers staying in Ohio's





hotels, motels and resorts in 1999. Out-of state visitors to Ohio's campgrounds were primarily from Pennsylvania and Michigan.

Although a large segment of Ohio's out-of state tourist market originates from states immediately bordering Ohio; a significant number of Ohio's hotel, motel and resort visitors (26%) were from states outside of the immediate region.

Ohio tourist market also has an important international segment. The international segment of Ohio's hotel, motel and resort market was 6.3% and primarily consists of Canadian travelers (3.5% of total). Foreign visitors in Ohio's campgrounds accounted for 12% of all visitors, Canada was also the primary source for these travelers.

#### **PURPOSE OF TRAVEL:**

Pleasure is the primary reason for travel for hotel, motel and resort visitors in Ohio (60% of travelers). Business travel was second (29%) and conventions were a distant third (8%). The Central region of the state is the most dependent on business and meeting travel (58% of travelers) and the Northwest and Southeast regions of the state are dominated by pleasure travel (70% of travelers).

#### **OHIO'S TRAVEL ACCOMODATIONS**

#### **TRAVEL ESTABLISHMENTS:**

Ohio had 2,137 hotels, motels and resort facilities with 124,107 rooms/units in 1999. Of these establishments, 46% were motels, 25% were hotels and 18% were bed & breakfast establishments. The Northeast region contained the greatest number (32.7% of the total) and the Southeast region of the state contained the least (11.9%). Ohio's Southwest (75.5 rooms) and Central regions (82 rooms) had the largest average number of rooms per travel establishment.

Ohio's hotels, motels and resorts had an average annual occupancy rate of 63.5%. The average single room rate in Ohio in 1999 was \$77.68, the average double room rate was \$84.08.

Ohio has 375 campgrounds, 17,838 campsites, 801 cabins and 761 resort lodge rooms. The average rental rate for an Ohio campsite in 1999 was \$16.08 per day. Ohio campground reported an average annual occupancy rate of 31.3% in 1999.

#### **SEASONAL IMPACTS:**

Occupancy in Ohio's hotels, motels and resorts vary considerably based upon seasons. On average hotels, motels, and resorts in Ohio reach highest occupancy in summer (64% in July and August) and record lowest occupancy in winter months (26% in January, 30% in February).

Seasonal travel has less impact in the Central and Southwest regions, where pleasure travel is not dominant. Conversely, wider variations in seasonal occupancy rates are found in the pleasure travel dependent Southeast and Northwest regions. Ohio's campgrounds are significantly affected by seasonal travel. Almost half of Ohio's campgrounds are closed from November to March.

**Source:** *Rovelstad & Associates for Longwoods International, The Economic Impact, Performance and Profile of the Ohio Travel and Tourism Industry 1998-1999: August 2000*

#### **NOTES**

"Tourism" and "Travel" refer to any non-routine activity in which persons engage which takes them out of their normal area(s) of residence and employment.

The economic impacts of travel and tourism include estimates of employment, income, taxes and of the indirect, or multiplier impacts of tourism, using an input/output model.

Economic impact figures are based on responses to three surveys of lodging properties, day-trippers and overnight visitors, which were conducted from November 1999 to January 2000.

\*For more information visit Ohio's official tourism information web site at

<http://www.ohiotourism.com> or call

**1-800-BUCKEYE**

\*For travel industry trends visit

<http://www.ohiotourism.com/industry>

