ECONOMIC IMPACTS OF OHIO TOURISM 2014

- **Visitors to Ohio**: 200M visits in 2014, 195M visits in 2013


- **Tourism Jobs**:
  - 412,000 in 2014
  - 405,000 in 2013

- **Average Spending Per Person**:
  - Overnight: $341
  - Day Travelers: $112

- **3 to 1**

- **Source**: Midwest Living 2014

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**Economic Impacts of Ohio Tourism 2014**

- Overnight travelers spend 3 times more than day travelers.

- Visitors to Ohio would rather spend their money on an experience than on a material item.

- 73% of consumers prefer an experience over a material item.
For more information about TourismOhio, visit DiscoverOhio.com

To learn more about other Ohio Development Services Agency programs that support strong, vibrant communities, visit development.ohio.gov

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