



# METRICS REPORT

2022 CUYAHOGA COUNTY CONVENTION & LEISURE TOURISM

## MESSAGE FROM DAVID GILBERT

2022 was a new beginning for the travel and tourism industry, which infuses money into the economy and contributes to positive perceptions of the city as a place to live and work.

All key performance indicators experienced significant growth for a second straight year, with total visits increasing by 12% and direct spending growing by 19% (a growth rate that outpaced both state and U.S. domestic travel spending increases). This surge brought direct spending to 101% of 2019 levels. When looking at the past 10 years (2013-2022), visitation is up nearly 11%; direct spending is up 31%; employment income has grown by a staggering 61%; and taxes generated have increased by 53%. These are strong gains that speak to the power and resilience of the industry.

In 2023, our industry and organization are moving forward at full strength. Destination Cleveland, as the steward of the travel and tourism industry, remains steadfastly committed to leading the industry to its pre-pandemic success levels as quickly as possible. Through collaboration, our visitor economy can and will contribute to the region's long-term equitable growth.

A summary of the economic value of travel and tourism to Cuyahoga County in 2022 can be found below.

A handwritten signature in black ink that reads "David Gilbert".

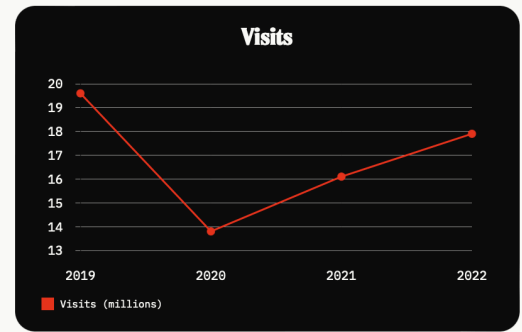
David Gilbert, *President & CEO of Destination Cleveland*

# 2022 CONVENTION & LEISURE TOURISM METRICS

(PUBLISHED 2023)

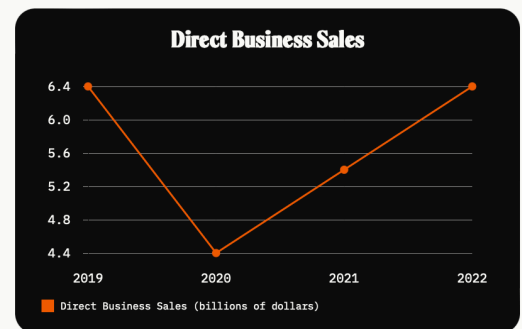
## VISITS: 17.9+ MILLION

Total visits to Cuyahoga County increased 12% from 2021 to 2022. This outpaced both U.S. domestic (11%) and Ohio (6%) visitation growth. 2022 visit volume reached 92% of 2019 visit levels.



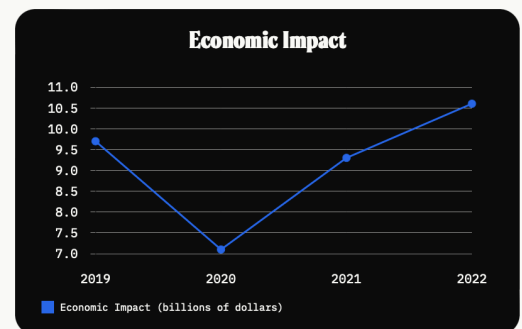
## DIRECT BUSINESS SALES: \$6.4+ BILLION

In 2022, visitors to Cuyahoga County contributed \$6.4 billion in direct spending to area businesses. This represents an increase of 19% in direct sales from 2021, which is greater than both state (13%) and U.S. domestic (6%) travel spending increases. Direct spending has recovered to 101% of 2019 levels.



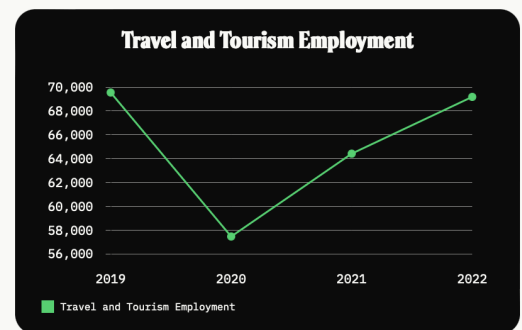
## ECONOMIC IMPACT: \$10.6 BILLION

Total economic impact of Cuyahoga County's travel and tourism industry increased by 14% in 2022, surpassing 2019's impact of \$9.7 billion.



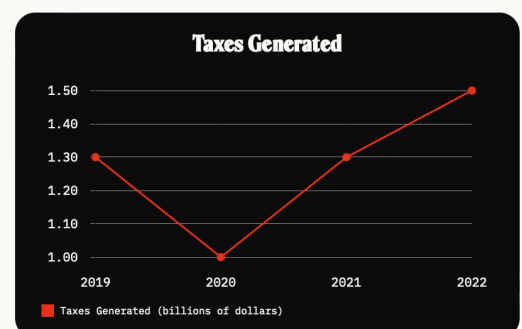
## TRAVEL & TOURISM EMPLOYMENT: 69,000+

Travel and tourism supported 69,184 direct, indirect and induced jobs, representing one of every 14 jobs in the County. These jobs generated \$3.5 billion in household income for locals. 2022 industry employment reached 99% of 2019 levels, outpacing recovery in Ohio (95%) and slightly trailing U.S. travel job recovery (102%).



## TAXES GENERATED: \$1.5+ BILLION

Visitor-supported spending, jobs and business sales generated \$1.5 billion in tax revenue. This revenue represents an average savings per household in Cuyahoga County of \$1,330 toward state and local taxes.



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