



THE HEART OF IT ALL™

Ohio.org

TourismOhio

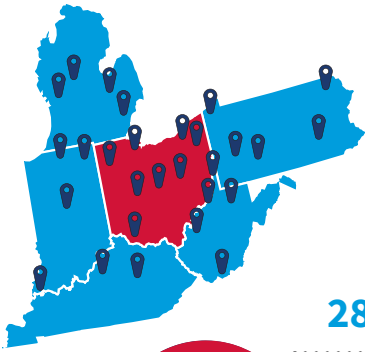
Marketing Return on Investment

\$1 in advertising investment

Every \$1 invested in the 2022 TourismOhio advertising campaign generated \$73 in direct visitor spending and \$5 in taxes in the state.

\$73 Spending R.O.I.

\$5 Tax R.O.I.



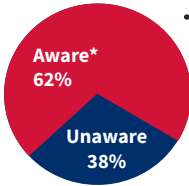
2022 Media Markets

Cleveland
Cincinnati
Columbus
Dayton
Lima
Toledo
Youngstown
Zanesville
Evansville, IN
South Bend, IN

Indianapolis, IN
Ft. Wayne, IN
Louisville, KY
Lexington, KY
Detroit, MI
Lansing, MI
Grand Rapids, MI
Flint, MI
Pittsburgh, PA
Harrisburg, PA

Johnstown, PA
Wilkes-Barre, PA
Erie, PA
Bluefield, WV
Clarksburg, WV
Charleston, WV
Wheeling, WV
Parkersburg, WV

28 markets, 11 new in 2022

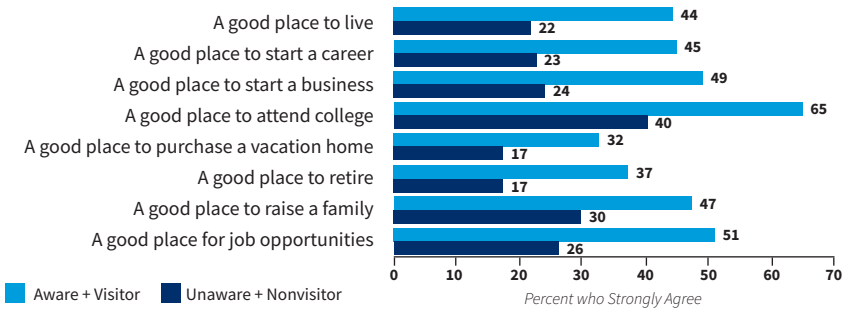


6 in 10 travelers

in Ohio's advertising markets recalled seeing at least one TourismOhio ad.

**Saw at least one ad
Base: Residents of Ohio's Regional Advertising Markets*

Impact of Ad Awareness Plus Visitation on Ohio's Economic Development Image



The mission of the brand is to showcase all Ohio has to offer as a place of adventure, a place of promise and the place for you.



Department of Development

Mike DeWine, Governor
Jon Husted, Lt. Governor

Lydia Mihalik, Director



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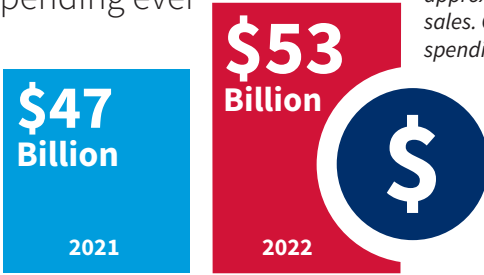
TourismOhio

Marketing Return on Investment

Visitor Spending

Highest spending ever

Estimated direct visitor spending of \$41 billion in 2022 generated approximately \$53 billion in sales. Compared to 2021, visitor spending was up 13% in Ohio.



Tourism Visits

233 million

Compared to 2021, visits to Ohio were up 6%.



Tourism Supported Jobs

424,339

Compared to 2021, the number of industry supported jobs was up 3%.



47 million overnight visits



Compared to 2021, the number of overnight visits in 2022 was up 10%.

Not just big fun, big business.

Data sourced from: Tourism Economics and Longwoods International. TourismOhio reports tourism industry values using direct and indirect impacts. Visitor spending and visitation includes domestic and international.



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