



VISITORS MATTER IN COLUMBUS



fuels **THE ECONOMY**

Greater Columbus welcomes

37.6 million

visitors each year.



They directly spend **\$5.7 billion**, which supports **\$8.7 billion** in total economic impact.

That's equivalent to four years of out-of-state tuition and fees at The Ohio State University for more than 81,961 students.

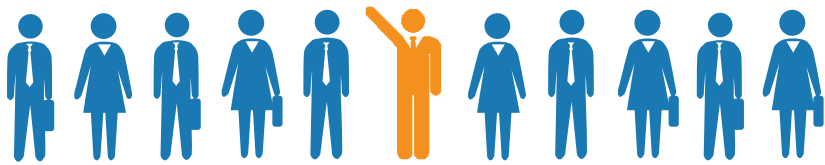


employs **RESIDENTS**

The tourism sector provides over **71,000 jobs** in Columbus and Franklin County – enough to more than fill Nationwide Arena, the Jerome Schottenstein Center, Columbus Crew Stadium and Huntington Park.



Tourism supports 1 in every 11 jobs in Franklin County.



generates **REVENUE**

The tourism industry generates revenue for vital city and county needs. In fact, state, local and federal tax revenue generated by visitors to Franklin County is estimated at **\$1.02 billion**, providing millions in support to local human services, economic development and the arts.

Thanks to this major tax revenue generated by our tourism industry, the benefit to the 464,018 households in Franklin County =

\$2,177 in annual tax savings

With the money you save, you could buy...



131 large Founders Favorite® Donatos pizzas



Tickets to 15 shows with BalletMet, Columbus Symphony Orchestra and Jazz Arts Group








About 36 pairs of shoes (avg. \$60/pair)

return on INVESTMENT

The top five industry sectors
that benefit from visitor spending:



	Industry	% of tourism sales	\$ amount	# of jobs
	Retail	23%	\$1.87 billion	8,667
	Food & Beverage	16%	\$1.43 billion	22,656
	Transportation	14%	\$1.21 billion	8,971
	Entertainment	12%	\$871 million	10,044
	Lodging	8%	\$690 million	7,885

Experience Columbus is the destination marketing leader for Greater Columbus. We are 100 percent dedicated to selling, marketing and promoting the region to visitors. We partner with the Greater Columbus Sports Commission to collaboratively promote leisure trips, conventions, meetings and sporting events to more than 37.6 million visitors each year.

For more information on the importance of tourism and how to get involved, call us at 614-221-6623.



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