



VISITORS MATTER IN GREATER COLUMBUS

fuels **THE ECONOMY**

Greater Columbus welcomes **39.3 million** visitors each year



They directly spend **\$6.4 billion**, which supports **\$9.7 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 56,679 students



SOURCE: Tourism Economics, The Economic Impact of Visitors in Columbus and Franklin County, Calendar Year 2015

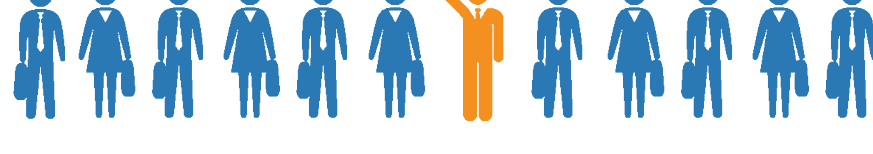
employs **RESIDENTS**

The tourism sector provides **75,000** in Columbus and Franklin County

- That's enough to more than fill
- Nationwide Arena
 - The Jerome Schottenstein Center
 - MAPFRE Stadium
 - Huntington Park



Tourism supports **1 in every 12** jobs in Franklin County



generates **REVENUE**

State, local and federal tax revenue generated by visitors to Franklin County is estimated at **\$1.13 billion**



This revenue benefits the **474,683** households in Franklin County, providing **\$2,384 in annual tax**

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



141 large Founders Favorite® Donatos pizzas



Tickets to 17 shows with BalletMet, Columbus Symphony Orchestra and Jazz Arts Group



About 40 pairs of shoes (avg. \$60/pair)

return on **INVESTMENT**

THE TOP **5** industry sectors that benefit the most from visitor spending are:



Retail
29% of tourism sales | \$1.89 billion | 9,447 jobs



Food & Beverage
24% of tourism sales | \$1.55 billion | 24,160 jobs



Transportation
18% of tourism sales | \$1.16 billion | 8,993 jobs



Entertainment
15% of tourism sales | \$950 million | 10,321 jobs



Lodging
13% of tourism sales | \$823 million | 8,142 jobs

FOR MORE INFORMATION:
experiencecolumbus.com | 614-221-6623

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 39.3 million visitors each year.