



TOURISM  
ECONOMICS

AN OXFORD ECONOMICS COMPANY

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# The Economic Impact of Tourism in Ohio

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May 2008

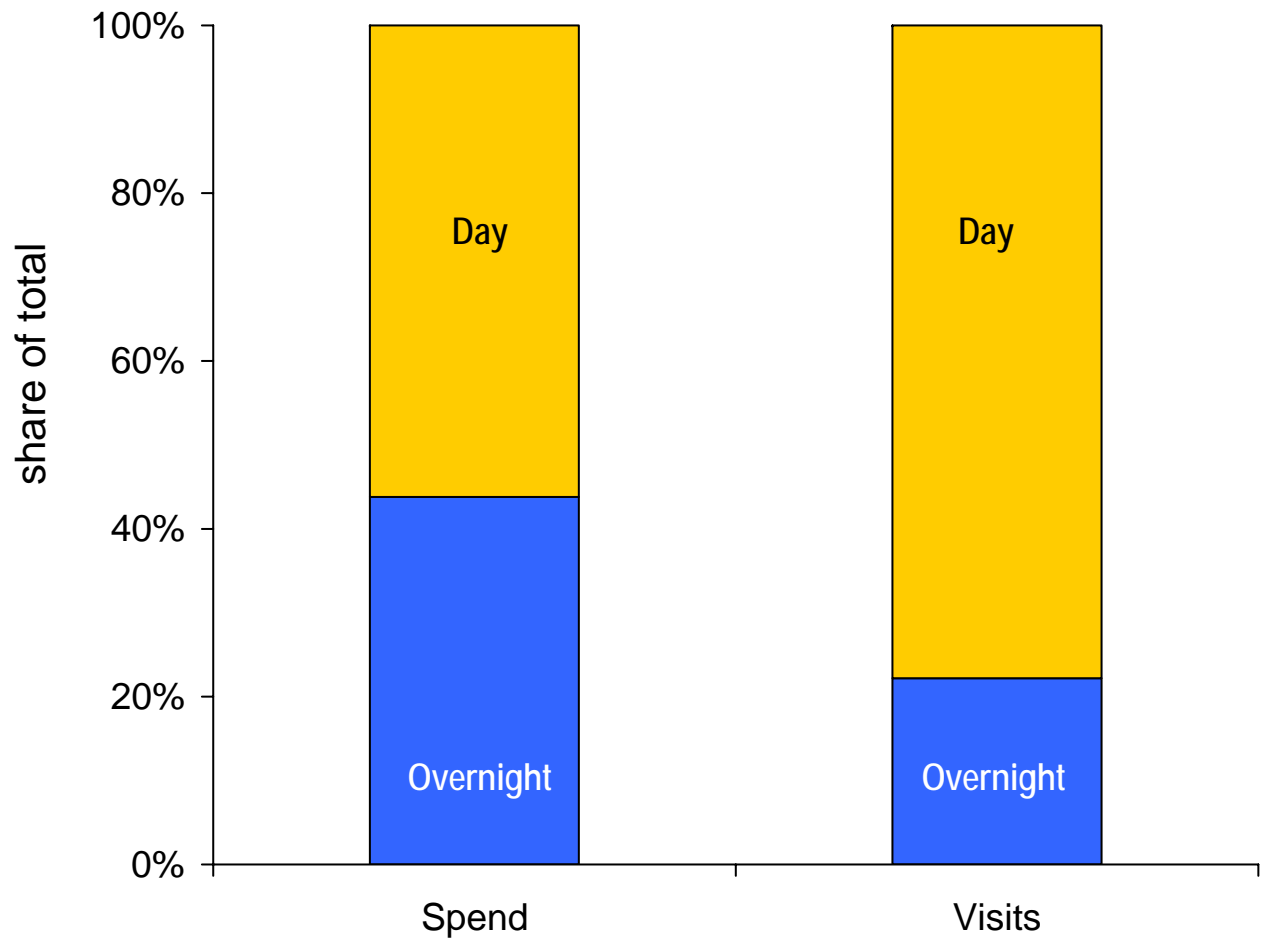
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# Overview

- Tourism is a vital and growing component of the Ohio economy.
- In 2007, visitor spending of \$25 billion generated \$38 billion in sales for Ohio businesses.
- This represents 5% growth over the economic value of tourism in 2006.
- Over 454,000 jobs were sustained by visitors to Ohio last year with total income of \$10.4 billion.
- Approximately 7% of all jobs in Ohio are sustained by tourism.
- Tourism in Ohio generated \$2.5 billion in state and local taxes in 2007.

# Visitor Demand by Market

- Day visitors comprise nearly 80% of all visits to Ohio.
- In economic terms, overnight visitors represent nearly half (44%) of the market.

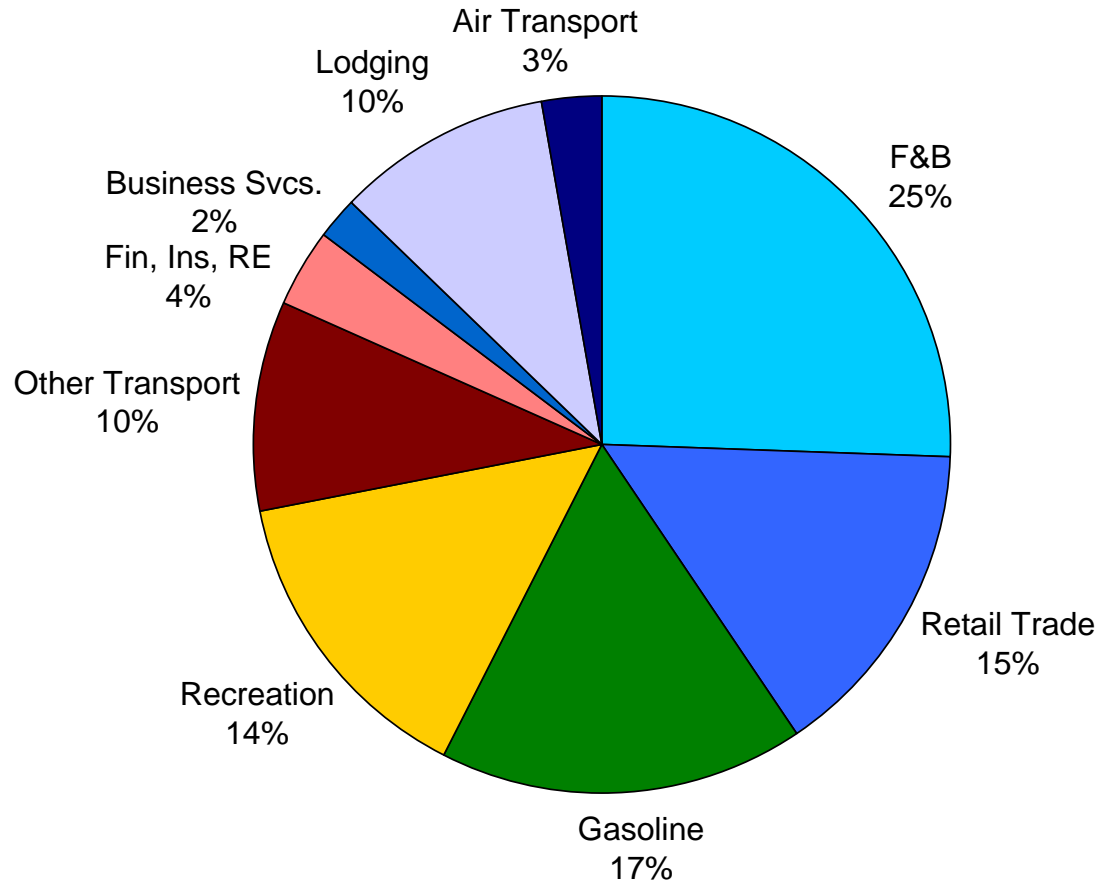


# Visits and Direct Spend

Tourism Expenditures in 2007 (Millions)					
Visits		Spend by Stay		Spend by Market	
Overnight	39	Overnight	\$ 10,971	Domestic	\$ 24,560
Day	137	Day	\$ 14,075	Internat.	\$ 487
<b>TOTAL</b>	<b>176</b>	<b>TOTAL</b>	<b>\$ 25,046</b>	<b>TOTAL</b>	<b>\$ 25,046</b>

- 176 million visitors to Ohio last year spent \$25 billion in the state economy.
- This generated total business sales of \$38 billion including indirect and induced impacts.

# Visitor Spending by Sector



- Food & beverage, shopping, service stations, and recreation comprise nearly three quarters of tourism demand.
- Transportation and lodging sectors comprise the majority of the remainder.

# Tourism Sales

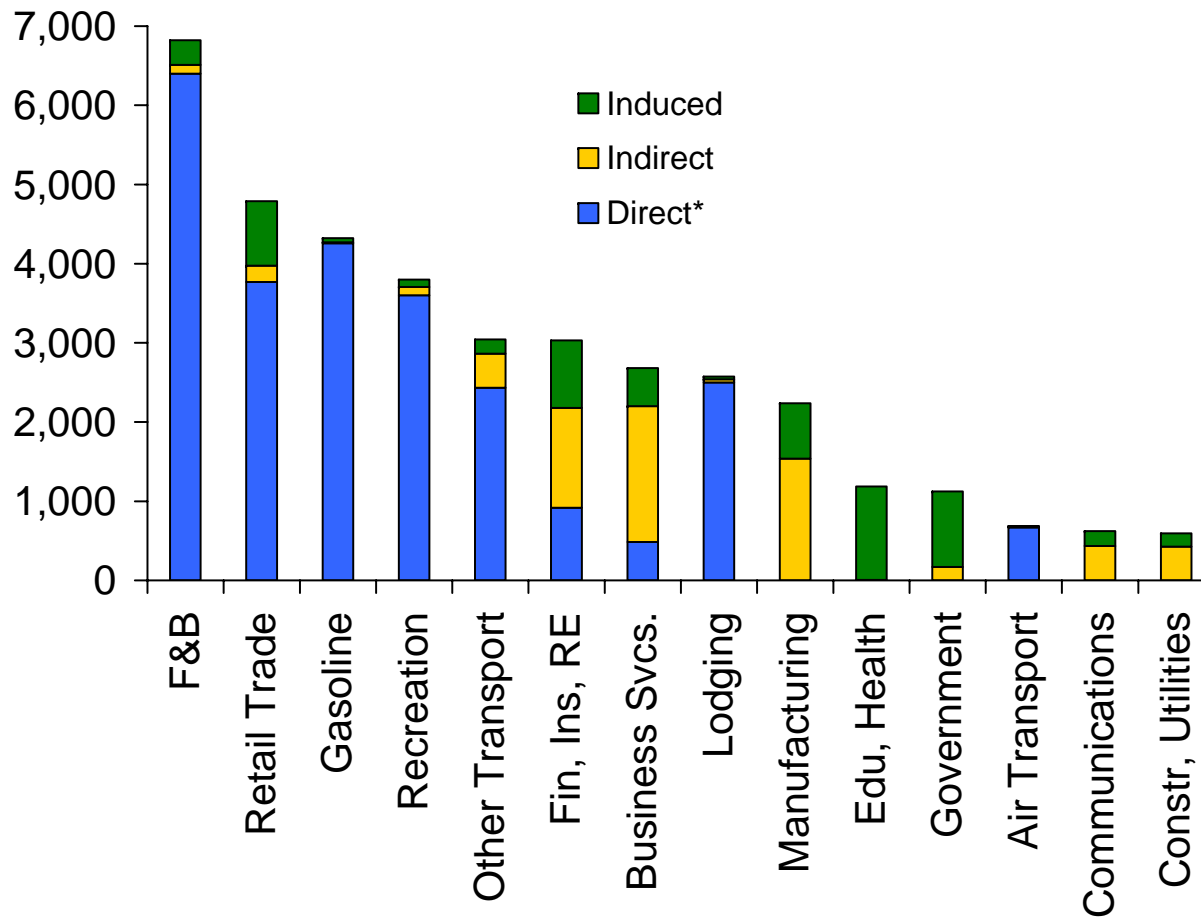
Tourism Sales (Output)				
(US\$ Million)				
	Direct*	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	181.0	65.4	246.3
Construction and Utilities	-	424.9	170.9	595.8
Manufacturing	-	1,537.0	699.8	2,236.8
Wholesale Trade	-	51.2	37.1	88.3
Air Transport	669.0	10.4	9.4	688.8
Other Transport	2,434.0	430.1	180.5	3,044.6
Retail Trade	3,768.5	205.0	817.2	4,790.7
Gasoline Stations	4,257.3	14.0	51.3	4,322.6
Communications	-	435.9	185.7	621.6
Finance, Insurance and Real Estate	918.0	1,261.9	851.0	3,030.9
Business Services	487.0	1,712.5	483.5	2,682.9
Education and Health Care	-	5.6	1,180.6	1,186.2
Recreation and Entertainment	3,600.0	108.0	92.2	3,800.2
Lodging	2,500.0	40.7	32.8	2,573.5
Food & Beverage	6,400.0	110.7	311.4	6,822.1
Personal Services	-	166.9	281.8	448.7
Government	0.7	171.1	950.5	1,122.3
<b>TOTAL</b>	<b>25,034.5</b>	<b>6,866.8</b>	<b>6,401.1</b>	<b>38,302.4</b>

\* Direct sales includes cost of goods for retail sectors

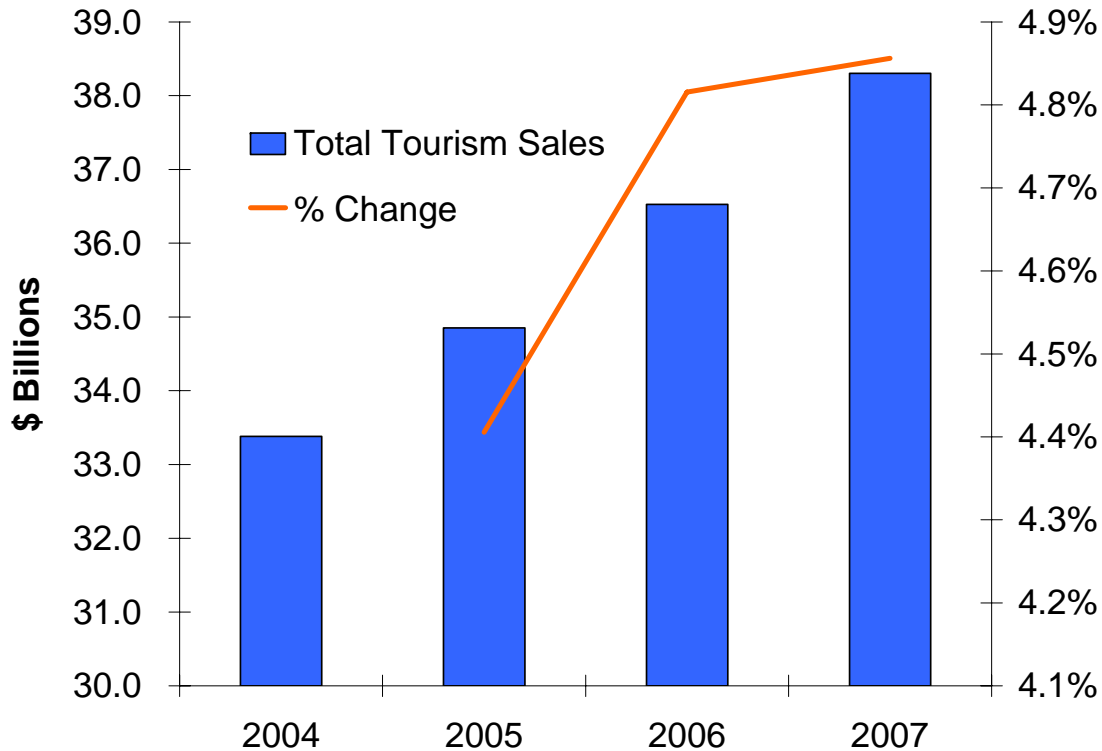
# Tourism Sales

## Tourism Sales by Industry

\$ million



# Growth in Tourism Sales



- The tourism industry continued to expand in 2007 with 5% growth in visitor spending.
- This follows strong growth in each of the last two years.

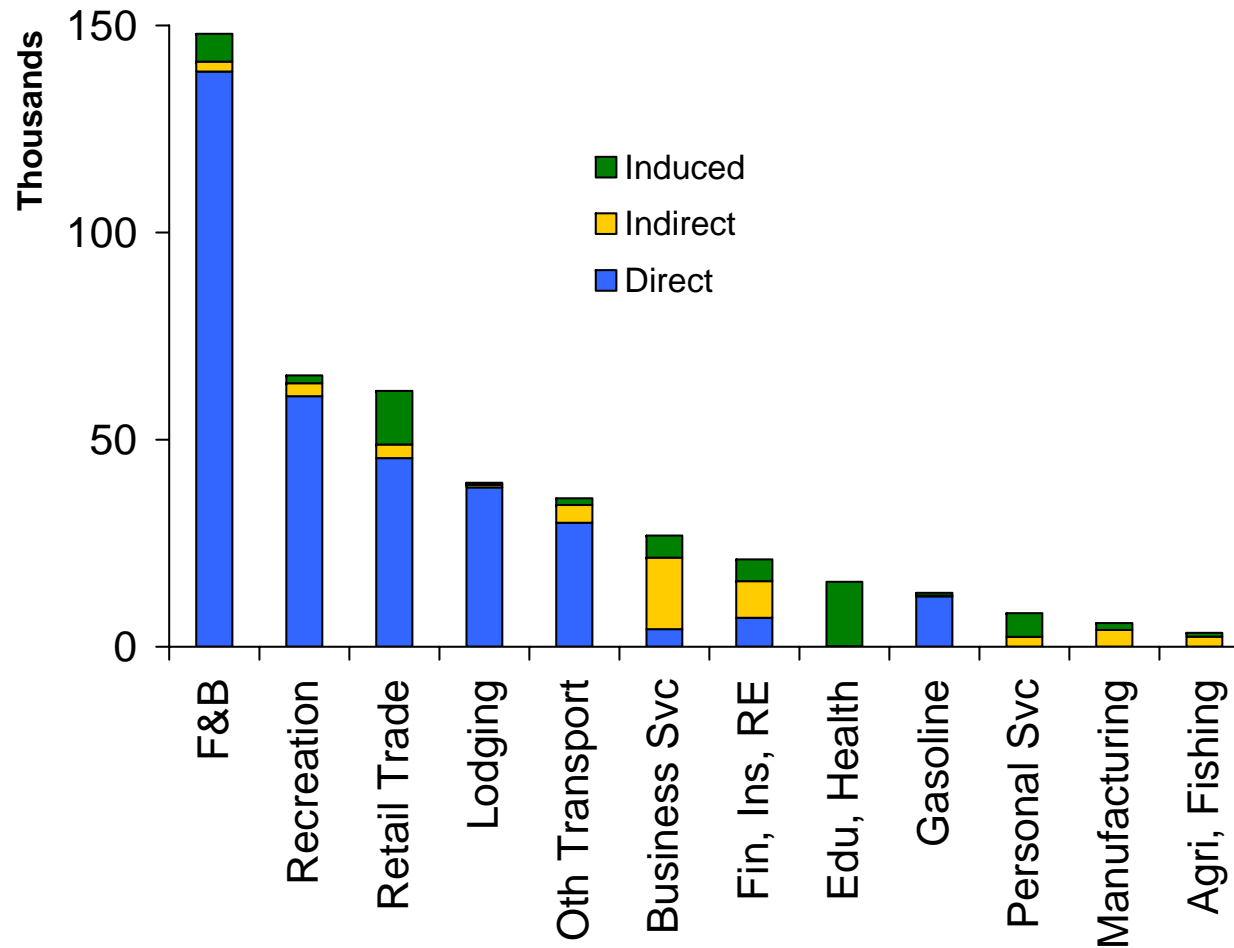
# Tourism Employment

Tourism Employment				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	2,485	866	3,351
Construction and Utilities	-	1,733	359	2,091
Manufacturing	-	4,040	1,683	5,723
Wholesale Trade	-	309	224	533
Air Transport	2,876	45	40	2,961
Other Transport	29,962	4,283	1,592	35,837
Retail Trade	45,544	3,247	13,004	61,795
Gasoline Stations	12,164	191	697	13,052
Communications	-	2,107	726	2,834
Finance, Insurance and Real Estate	7,024	8,816	5,245	21,085
Business Services	4,246	17,294	5,308	26,848
Education and Health Care	-	94	15,564	15,658
Recreation and Entertainment	60,490	3,118	1,907	65,515
Lodging	38,496	625	489	39,609
Food & Beverage	138,844	2,401	6,755	148,000
Personal Services	-	2,392	5,701	8,094
Government	38	946	532	1,517
<b>TOTAL</b>	<b>339,685</b>	<b>54,126</b>	<b>60,693</b>	<b>454,503</b>

- Over 450,000 Ohio jobs were sustained by tourism in 2007.

# Tourism Employment

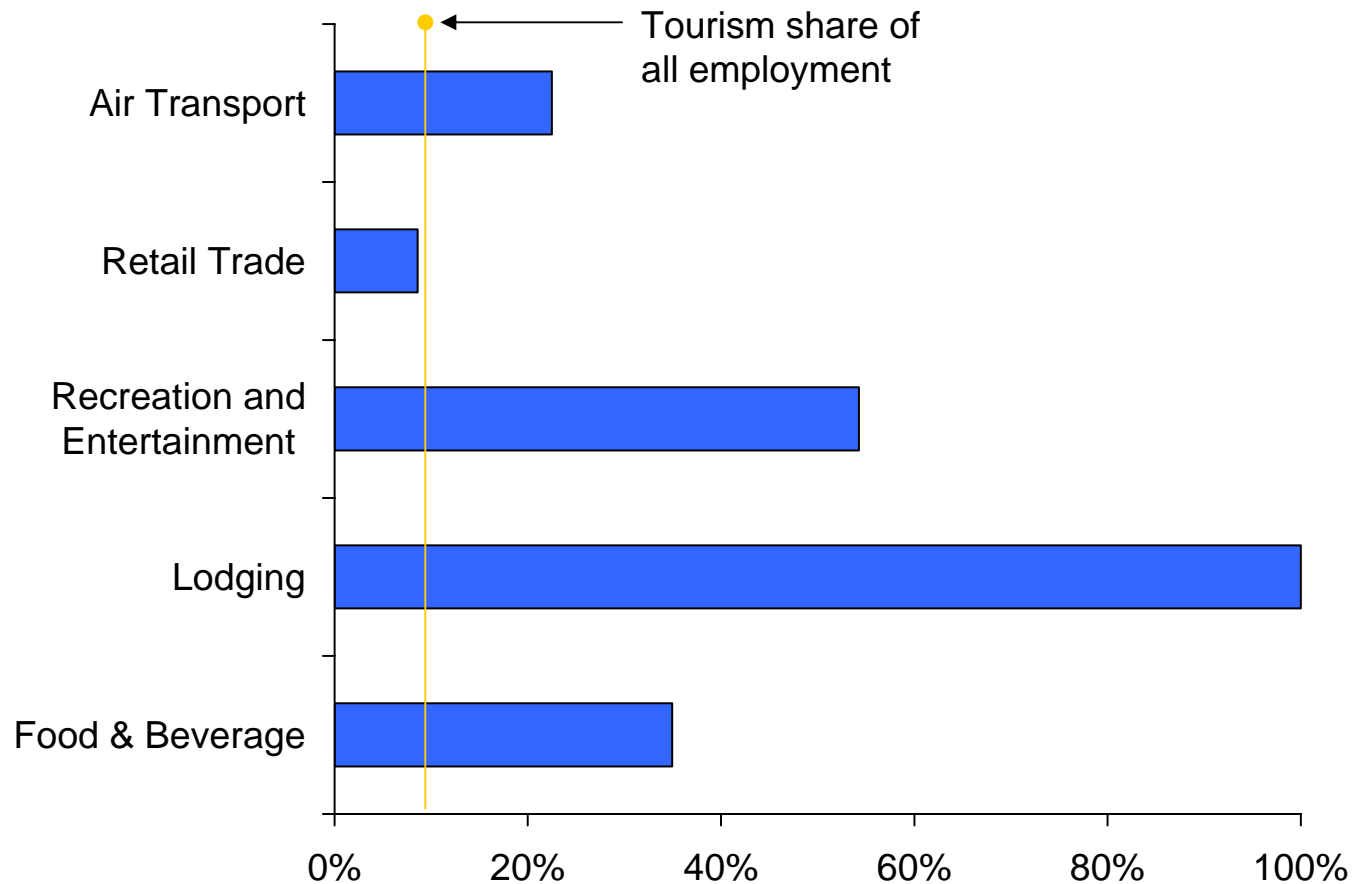
## Tourism Employment by Industry



# Employment Contribution

## Tourism Employment Share of Key Industries

- Tourism directly and indirectly sustained 7% of all jobs in Ohio in 2007.



# Tourism Wages

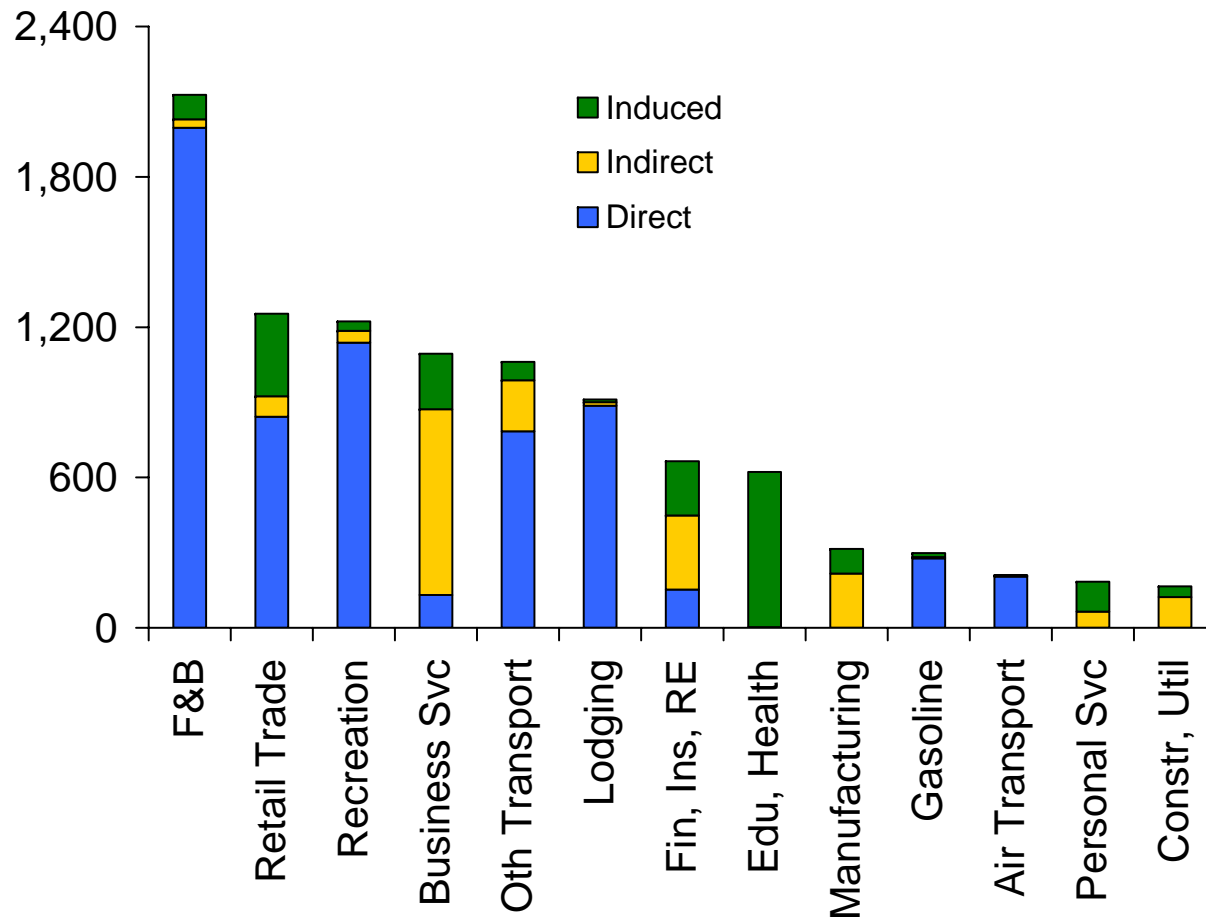
Tourism Income (Compensation)				
(US\$ Million)				
	Direct	Indirect	Induced	Total
Agriculture, Fishing, Mining	-	29.7	12.9	42.6
Construction and Utilities	-	122.7	42.6	165.3
Manufacturing	-	216.7	98.4	315.1
Wholesale Trade	-	19.4	14.1	33.5
Air Transport	204.3	3.2	2.9	210.4
Other Transport	783.9	203.7	74.6	1,062.2
Retail Trade	841.8	82.5	329.0	1,253.4
Gasoline Stations	277.6	4.4	15.9	297.9
Communications	-	111.0	40.5	151.5
Finance, Insurance and Real Estate	152.4	296.6	216.4	665.5
Business Services	131.0	742.3	221.2	1,094.4
Education and Health Care	-	2.8	618.6	621.4
Recreation and Entertainment	1,138.5	47.5	37.6	1,223.6
Lodging	886.2	14.4	11.1	911.7
Food & Beverage	1,995.5	34.5	97.1	2,127.1
Personal Services	-	65.1	119.0	184.1
Government	0.6	49.7	26.7	77.0
<b>TOTAL</b>	<b>6,411.9</b>	<b>2,046.1</b>	<b>1,978.7</b>	<b>10,436.6</b>

- Tourism generated personal income of \$10.4 billion in 2007.

# Tourism Wages

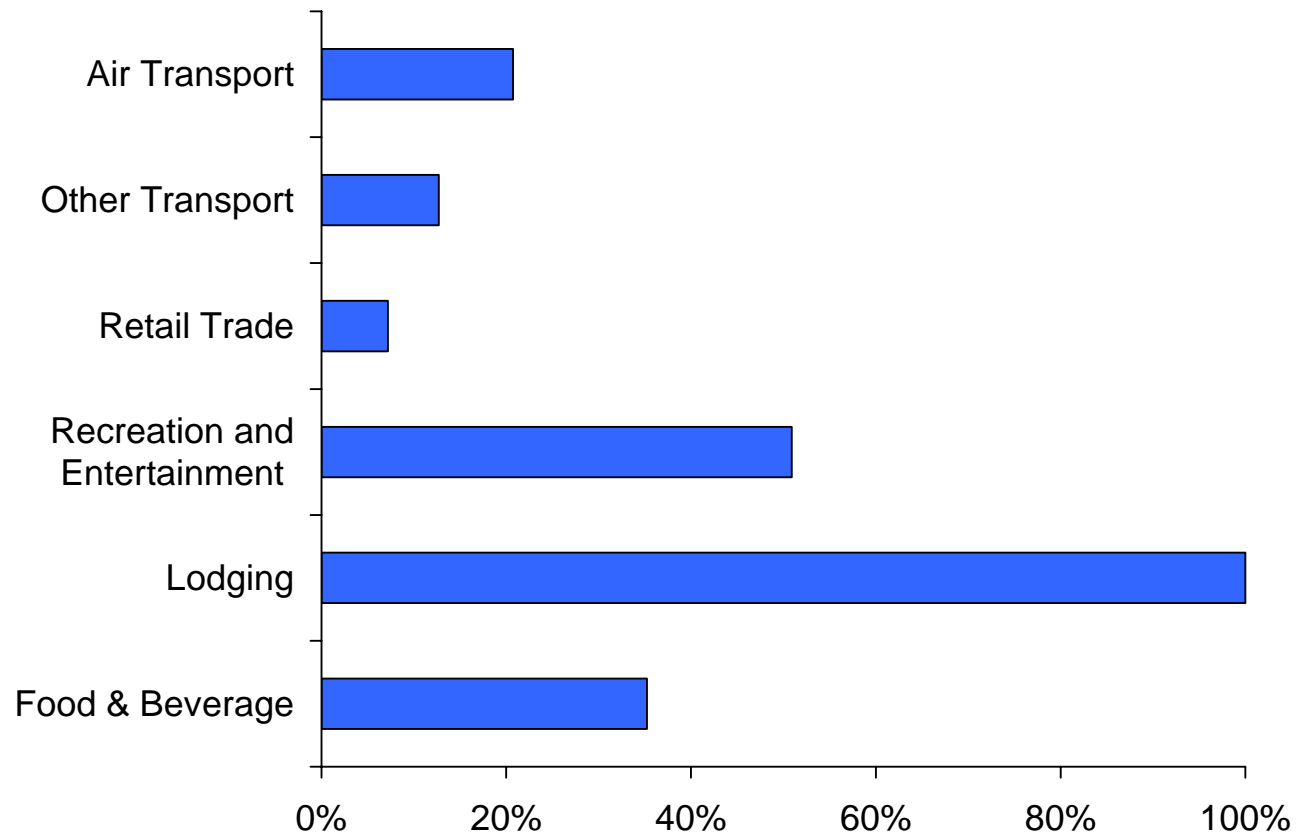
## Tourism Earnings by Industry

\$ million



# Income Contribution

## Tourism Wage Share of Key Industries



# Tourism Tax Generation

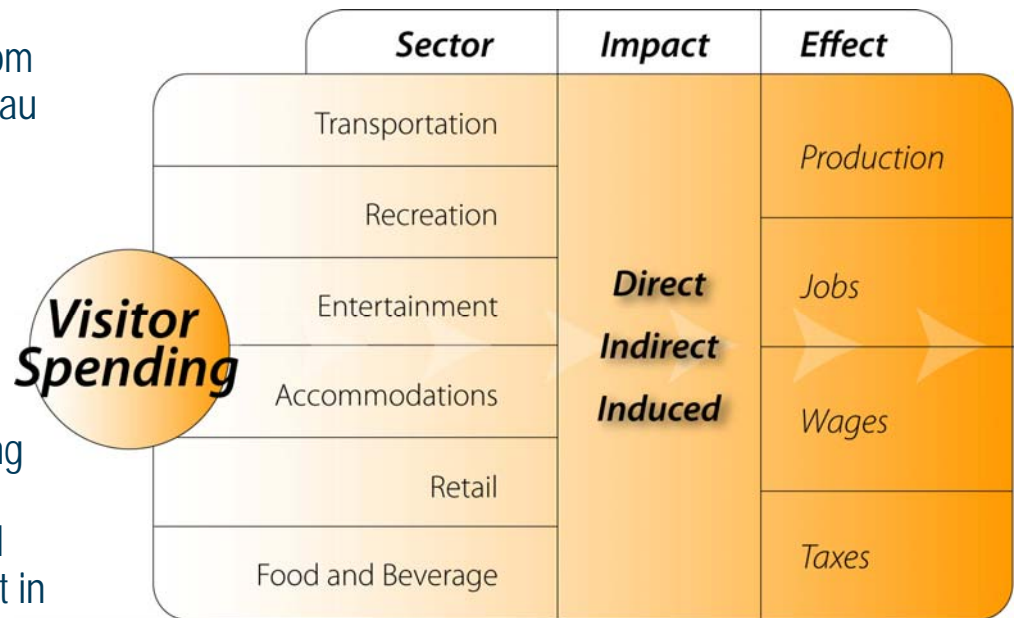
- The tourism industry generated \$5 billion in taxes and fees in 2007.
- \$1.5 billion in state taxes and \$962 million in local taxes were generated by tourism in 2007.

Tourism-Generated Taxes (US\$ Million)	
	Total
<b>Federal Taxes</b>	<b>2,547.3</b>
Corporate	488.4
Indirect Business	224.2
Personal Income	769.9
Social Security	1,064.7
<b>State Taxes</b>	<b>1,523.6</b>
Corporate	375.8
Personal Income	311.5
Sales	709.7
State Social Security	56.3
Excise and Fees	70.3
<b>Local Taxes</b>	<b>962.4</b>
Personal Income	31.2
Sales	129.0
Property	738.1
Other Taxes and Fees	64.0
<b>TOTAL</b>	<b>5,033.3</b>

# Methodological Notes

- Visitor spending data are derived from several sources including:
  - Longwoods International survey of travelers
  - Statistics Canada data on spending in Ohio
  - Office of Travel & Tourism Industries estimates of overseas visits to Ohio

- Economic data are compiled by industry from the Bureau of Economic Analysis and Bureau of Labor Statistics. These provide industry detail on employment, value added, and wages by industry.
- The economic impact analysis uses an IMPLAN ([www.implan.com](http://www.implan.com)) input-output model for the state of Ohio which tracks spending by visitors to industries and among industries and households. This estimates indirect (supply chain) impacts and induced (income effect) impacts as wages are spent in the state economy.



# About Tourism Economics

- Tourism Economics, headquartered in Philadelphia, is an Oxford Economics company dedicated to providing high value, robust, and relevant analyses of the tourism sector that reflects the dynamics of local and global economies. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, project feasibility analysis, tourism forecasting models, tourism policy analysis, and economic impact studies.
- Our staff have worked with over 100 destinations to quantify the economic value of tourism, forecast demand, guide strategy, or evaluate tourism policies.
- Oxford Economics is one of the world's leading providers of economic analysis, forecasts and consulting advice. Founded in 1981 as a joint venture with Oxford University's business college, Oxford Economics is founded on a reputation for high quality, quantitative analysis and evidence-based advice. For this, it draws on its own staff of 40 highly-experienced professional economists; a dedicated data analysis team; global modeling tools; close links with Oxford University, and a range of partner institutions in Europe, the US and in the United Nations Project Link.