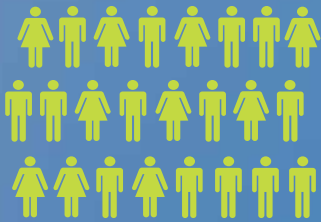


2015 TOURISM INDUSTRY BY THE NUMBERS

TOTAL CINCINNATI USA VISITATION



MORE THAN
24
MILLION

TOTAL VISITORS
TO THE CINCINNATI
REGION ANNUALLY

\$78 GOES BACK
INTO OUR COMMUNITY
FOR EVERY \$1 SPENT
PROMOTING LEISURE
TRAVEL TO THE
REGION



SALES PRODUCTION

THE CONVENTIONS
BOOKED FOR FUTURE
YEARS IN 2015 ARE
WORTH MORE THAN

\$79
MILLION
IN VISITOR SPENDING

28% ↑
INCREASE



IN TOTAL HOTEL
REVENUE

112% INCREASE
IN SALES LEADS FOR
FUTURE YEARS

\$4.4
BILLION

SPENT ANNUALLY
BY VISITORS



TOURISM SAVES EVERY
HOUSEHOLD IN CINCINNATI
USA \$602 IN TAXES

TOURISM SUPPORTED

74,000
JOBS

SUPPORTED BY OUR
TOURISM INDUSTRY

That's more than
the area's financial,
construction and
information industries



1 IN 14
JOBS

IN HAMILTON COUNTY
ARE IN THE TOURISM
INDUSTRY

10,000 PEOPLE ASSISTED IN
VISITORS CENTER



LAUNCHED

CINCY USA CERTIFIED TOURISM
AMBASSADORS PROGRAM



50% OF EVERY VISITOR DOLLAR IS
SPENT ON ACCOMMODATIONS
AND DINING

