2015 Tourism Industry
By the Numbers

- **Total Cincinnati USA Visitation**: More than 24 million total visitors to the Cincinnati Region annually.
- **Tourism Supported Jobs**: 74,000 jobs supported by our tourism industry, that’s more than the area’s financial, construction and information industries.
- **Tourism Spent Annually**: $4.4 billion spent annually by visitors.
- **Tourism Saves Every Household in Cincinnati USA**: $602 in taxes.
- **Sales Production**: The conventions booked for future years in 2015 are worth more than $79 million in visitor spending.
- **Sales Leads for Future Years**: 112% increase in sales leads for future years.
- **1 in 14 Jobs**: 1 in 14 jobs in Hamilton County are in the tourism industry.
- **People Assisted in Visitors Center**: 10,000 people assisted in visitors center.
- **Cincy USA Certified Tourism Ambassadors Program**: Launched.
- **Revenue Increase**: 28% increase in total hotel revenue.
- **Sales Leads Increase**: Roughly 50% of every visitor dollar is spent on accommodations and dining.
- **$78 Goes Back into Our Community**: For every $1 spent promoting leisure travel to the region, $78 goes back into our community.
- **$78 Sales**: $78 goes back into our community for every $1 spent promoting leisure travel to the region.
- **Revenue Increase**: Roughly 28% increase in total hotel revenue.
- **Sales Leads Increase**: 50% of every visitor dollar is spent on accommodations and dining.