



VISITORS MATTER IN GREATER 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



SOURCE: Tourism Economics, The Economic Impact of Visitors in Columbus and Franklin County, Calendar Year 2013

employs **RESIDENTS**

The tourism sector provides
71,000 jobs
in Columbus and Franklin County

That's enough to more than fill

- Nationwide Arena
- The Jerome Schottenstein Center
- Columbus Crew Stadium
- Huntington Park

Tourism supports **1 in every 11** jobs in Franklin County



generates **REVENUE**

State, local and federal tax revenue generated by visitors to Franklin County is estimated at
\$1.02 billion



This revenue benefits the **464,018** households in Franklin County, providing
\$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 **5** industry sectors that benefit the most from visitor spending are:



Retail

23% of tourism sales | \$1.87 billion | 8,667 jobs



Food & Beverage

16% of tourism sales | \$1.43 billion | 22,656 jobs



Transportation

14% of tourism sales | \$1.21 billion | 8,971 jobs



Entertainment

12% of tourism sales | \$871 million | 10,044 jobs



Lodging

8% of tourism sales | \$690 million | 7,885 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 37.6 million visitors each year.