THE POWER OF TOURISM IN COLUMBUS
Greater Columbus welcomes 41.1 million visitors each year.

They directly spend $7 billion at local businesses.

That’s equivalent to four years of out-of-state tuition and fees at The Ohio State University for more than 56,925 students.

SOURCE: Tourism Economics, The Economic Impact of Visitors in Columbus and Franklin County, Calendar Year 2017
SOURCE: Longwoods International, Columbus 2017 Visitor Research
The tourism sector supports nearly **78,000 jobs** in Columbus and Franklin County — enough to more than fill Nationwide Arena, Huntington Park, MAPFRE Stadium and the Jerome Schottenstein Center combined.

Tourism supports **one in every 12 jobs** in Franklin County.
The tourism industry generates revenue for vital city and county needs. In fact, local, state and federal tax revenue generated by visitors to Franklin County is estimated at $1.25 billion, providing millions in support to local human services, economic development and the arts.

City tax revenue generated by the tourism industry = $126 million

The tax generated is enough to support the salaries of:

- 1,969 local firefighters
- 1,842 local police officers
- 1,868 Columbus City School teachers
The top five industry sectors that benefit from visitor spending:

<table>
<thead>
<tr>
<th>Industry</th>
<th>% of Tourism Sales</th>
<th>$ Amount</th>
<th># of Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>30%</td>
<td>$2.1 billion</td>
<td>10,385</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>24%</td>
<td>$1.7 billion</td>
<td>24,521</td>
</tr>
<tr>
<td>Transportation</td>
<td>18%</td>
<td>$1.3 billion</td>
<td>9,086</td>
</tr>
<tr>
<td>Entertainment</td>
<td>15%</td>
<td>$1 billion</td>
<td>10,915</td>
</tr>
<tr>
<td>Lodging</td>
<td>13%</td>
<td>$890 million</td>
<td>8,541</td>
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</tbody>
</table>

Bed tax collections bring in $46.8 million and benefit:

SOURCE: Office of City of Columbus Auditor, Megan Kilgore, 2017 Hotel/Motel Bed Tax Collections
Experience Columbus is the destination marketing organization 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 41.1 million visitors each year.

For more information on the importance of tourism and how to get involved, call us at 614-221-6623.