

## Travel & Tourism

From world-class cities teeming with arts and culture to quaint small towns, thrilling amusement parks, exhilarating outdoor adventure and important historic sites, you'll soon see Ohio truly has - ***So much to Discover!***

The Ohio tourism experience can be focused through four pillars:

**History and Heritage** – provides an overview of the tremendous array of historical sites and heritage-related activities throughout the state. These offer visitors the chance to learn about an enormous range of history that took place in Ohio including ancient Indian burial grounds, wars, abolitionists and the Underground Railroad, U.S. presidential sites and homes, religious sects and aviation pioneers – just to name a few.

**Ohio Outdoors** – introduces the spectacular Ohio landscape to soft adventure seekers, hunters, fishermen, birders and anyone wanting to connect with nature.

**Family Fun** – for what Ohio is possibly best known. Theme parks, zoos and water parks provide families with myriad vacation opportunities. Families also can enjoy some of the quirky aspects of Ohio such as the world's largest cuckoo clock, the Wyandot Popcorn Museum, or the Barber Museum – just to name a few.

**Arts and Culture** – showcases the state's vibrant cities and cultural activities. Boasting world-renowned symphonies, award-winning restaurants, highly-rated lodging properties and spectacular events, Ohio offers the urban traveler tremendous choices.

<http://www.discoverohio.com>

Annually, an analysis of the travel and tourism industry is conducted by Rovelstad & Associates for the Ohio Travel and Tourism Division. The 2006 results identified:

**173.8 million trips** were taken to or within Ohio during the 2006 travel year. This is an increase of 1.6 million trips over the previous year.

**139.2 million trips** in 2006 were day trips across the state. This is 80 percent of the total trips in Ohio for the year.

**33.6 million trips** in 2006 included overnight stays in Ohio. This includes an increase of 6% for business trips and a 4% increase in regional market share for all overnight trips over 2005.

Overnight visitors came from:

Ohio	37%
Neighboring States	37%
Rest of U.S. & World	26%

**\$33.7 billion** spent in 2006 by visitors to Ohio. A breakdown of the \$33.7 billion shows that:

\$11.6 billion	Food
\$ 7.7 billion	Retail
\$ 6.5 billion	Transportation
\$ 4.3 billion	Recreation
\$ 3.6 billion	Accommodations

Northeast Ohio received 29 percent of all Travel & Tourism expenditures in 2006. Southwest Ohio and Central Ohio each received 22 percent.

**560,000 people** are directly employed in Travel and Tourism as determined by spending. This includes Food Service as well as Recreation and Accommodations.