

Facts about the Ohio Travel & Hospitality Economy

Ohio's travel and hospitality businesses have suffered devastating losses, and these losses continue to add up because of Ohio Department of Health restrictions and the ongoing pandemic.

Ohio has lost more than \$13.6 billion in traveler spending since February 2020.

Traveler spending includes what people spend when they travel 50 miles or more one-way for business or leisure. This could be a day-trip to an historic site or museum that includes a meal at a local restaurant and shopping. It also includes getaways involving an overnight stay.

Ninety-one percent (91%) of the businesses surveyed by the Ohio Travel Association in December reported year-end revenue losses averaging 52%.

Businesses most impacted include museums, hotels, restaurants, visitors bureaus, attractions, theatres, guide services – the list is long. It includes businesses that depends on people from another community walking through their door.

Ohio businesses surveyed by the Ohio Travel Association report the greatest losses occurred because of government actions – shutdowns and capacity restrictions. The data backs this up by demonstrating losses of 81% in April and 71% in May. Current losses are still at 35%.

More than a third of all Ohio jobs lost since February 2020 are within travel and hospitality businesses.

35% of Ohio job losses in 2020 have been in travel and hospitality. More than 125,400 Ohioans have lost their travel and hospitality jobs, that's one in four of all jobs in the industry. Some sectors have been hit harder. For example, hotels suffered 70% job loss.

These losses continue - 80% of the jobs lost in December were in travel and hospitality.

Jobs lost are not all front-line positions, but management-level and other business professionals, including finance, marketing, engineering, sales and many others.

Ohio's overall economy cannot recover without recovery of the travel and hospitality industry in the state. The losses are too great.

Adam Sacks, president of Tourism Economics (part of Oxford Economics), said "Until we get travel and hospitality back on its feet, there's no way we get the Ohio economy back on its feet."

The job losses have been too great. Prior to the pandemic, 431,000 Ohioans worked in the travel and hospitality businesses.

Restoring jobs and preventing job losses will help spur overall economic recovery. As people start traveling again, they will spend money supporting businesses, payrolls and tax coffers.

Additional economic relief is needed to save jobs and to make sure these businesses remain intact to help with recovery. The Governor's Executive Budget addresses some of this need and should be supported.

Losses mount daily due to restrictions imposed by the State of Ohio. More help is needed.

The Governor's Investing in Ohio Initiative is a good start, as it targets relief to those businesses who need it the most.

We need to make sure businesses with the greatest losses aren't excluded from relief due to efforts to narrowly define eligibility – What about outdoor theatres? Convention and meeting venues? Heritage villages and others who may be excluded due to the "indoor entertainment" definition.

Any additional relief would be appreciated, as the current proposed relief each fiscal year targeting industry businesses covers about one week's work of current losses. In January 2021, the monthly loss to businesses was \$880 million.

Recovery can be accelerated by strategic marketing to increase visitor spending. The Governor's Executive Budget supports this approach.

Those who see an ad marketing a destination are more likely to book, stay longer and spend more.

The recommendation to invest in marketing to increase awareness and drive spending is smart and will get more Ohioans back to work as not only traveler spending increases, but as more investments are made in the state.

In order to drive recovery, these efforts must include a strong focus on increasing awareness of Ohio as a regional drive market for visitors. Ohio can recover at a faster rate than most other states because we don't rely on international travelers, we are a regional drive market, and we are affordable. This recovery can be accelerated by promotional support.

Summary

Destination (filter impacts entire page)

Ohio

Cumulative Losses Since January 2020

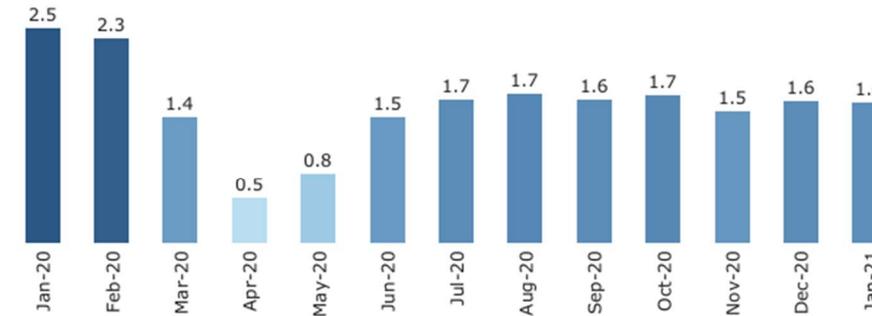
Ohio, through January 2021

Ohio

Lost Travel Spending	(\$13.6B)
Federal Taxes	(\$861M)
State Taxes	(\$403M)
Local Taxes	(\$238M)

Travel Spending (\$ billion)

Ohio

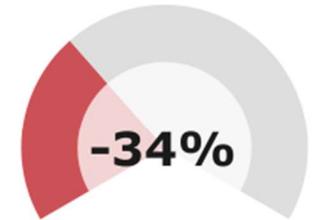


Travel Spending (\$ billion)

Travel Spending

Ohio

January 2021, % change YOY



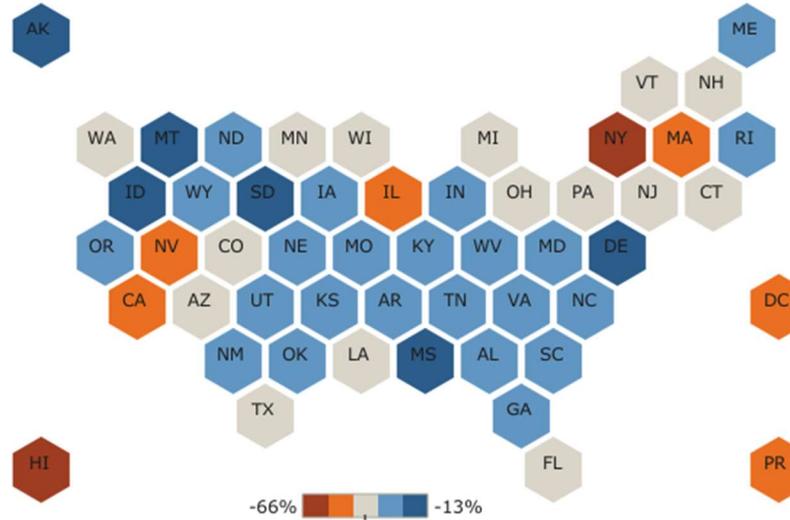
Travel Spending Losses

Ohio

	Travel Spending	Lost Travel Spending	YOY % Chg Travel Spending
Jan-20	\$2.5B	\$0.1B	2.2%
Feb-20	\$2.3B	\$0.0B	-1.6%
Mar-20	\$1.4B	(\$1.3B)	-46.6%
Apr-20	\$0.5B	(\$2.1B)	-80.5%
May-20	\$0.8B	(\$1.9B)	-70.8%
Jun-20	\$1.5B	(\$1.3B)	-48.0%
Jul-20	\$1.7B	(\$1.2B)	-42.0%
Aug-20	\$1.7B	(\$1.1B)	-38.5%
Sep-20	\$1.6B	(\$1.0B)	-36.8%
Oct-20	\$1.7B	(\$1.0B)	-36.9%
Nov-20	\$1.5B	(\$1.0B)	-39.9%
Dec-20	\$1.6B	(\$0.9B)	-35.0%
Jan-21	\$1.6B	(\$0.8B)	-34.5%

U.S. Travel Spending by State

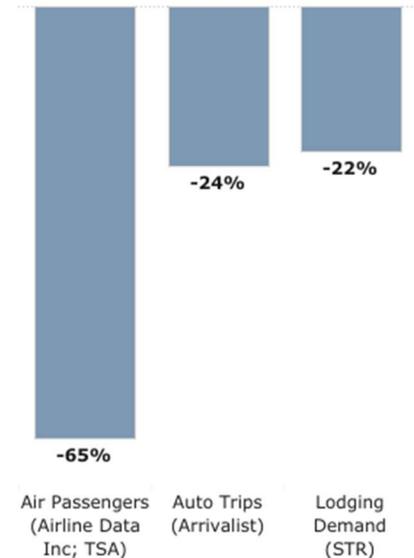
January 2021, % change YOY



Travel & Tourism Recovery

Ohio

January 2021, % change YOY



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