

# State of Travel and Tourism



# Board of Directors

**Amy Sabath** – President – Lakeland Community College

**Linda Wise** – Vice President – Retired, Fine Arts Association

**Deanna Rowe** – Treasurer – Homestead House B&B

**Kelly Webster** – Secretary – Hampton Inn Madison

**Dawn Cappelli** – Steris

**Bob Fiala** – City of Willoughby

**Rick Fike** – Madison Combined Martial Arts

**Loretta Todd** – Debonne Vineyards

**Michael Rice** – New Day Christian Church



# Board of Directors

**Art Shamakian**  
**Treasurer**





# Lake Metroparks Paul Palagyi



# Mission

**To increase overnight stays in Lake County, OH by promoting travel and tourism to the area in partnership with our members and stakeholders.**





# Why Lake County?





# Why Lake County?





# Why Lake County?





# Why Lake County?





# Why Lake County?





# Why Lake County?



# Economic Impact

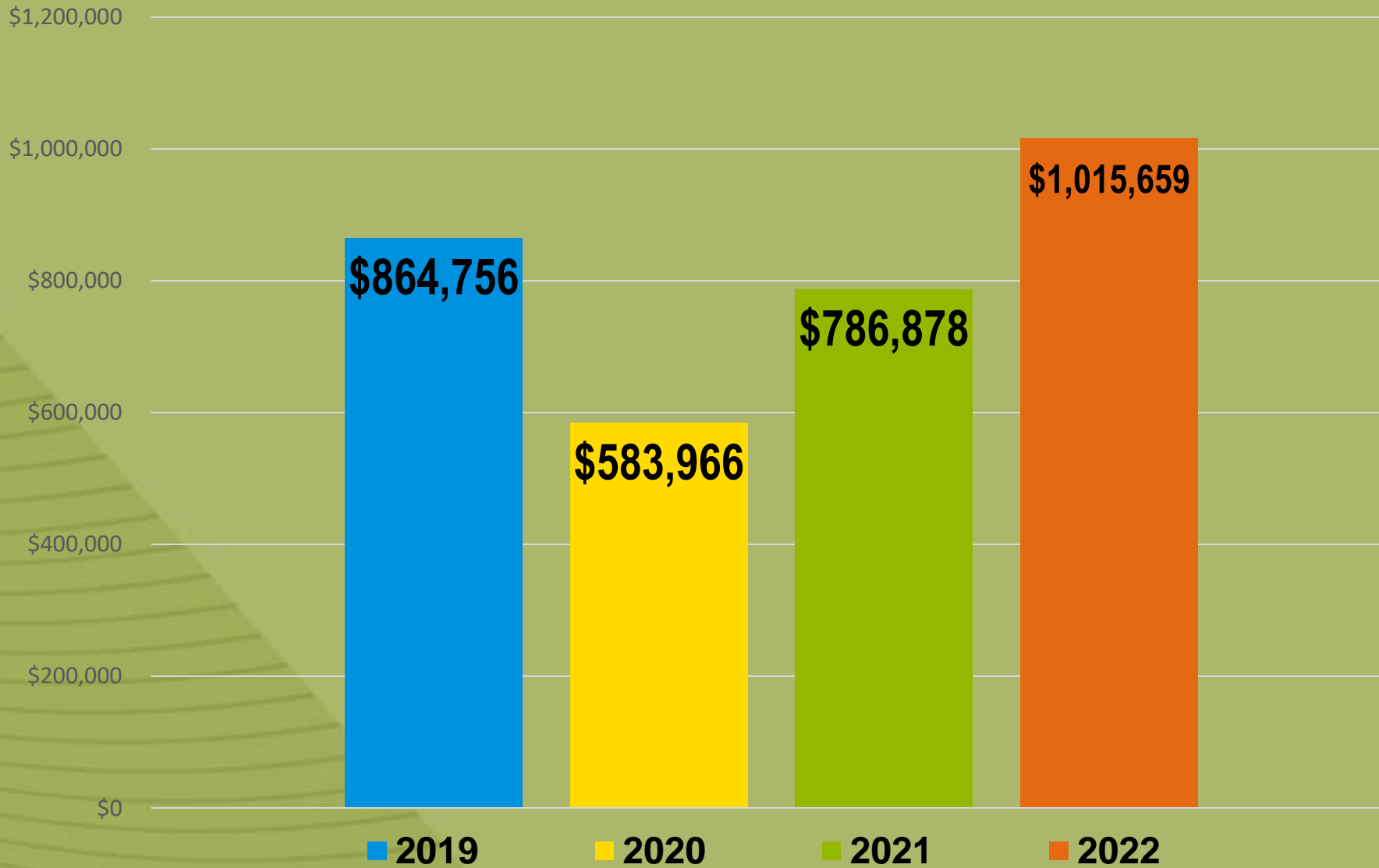
- Visitors to Lake County spent \$571 million in 2021 (\$489 million in 2020)
- Tourism accounts for ~8,975 jobs in the County generating nearly \$245 million in wages
- From direct and indirect sales, travel & tourism generated \$28.2 million in local taxes in 2021
- Tourism tax dollars spent in Lake County save each local household \$684 in state and local taxes

**Source: Tourism Economics**

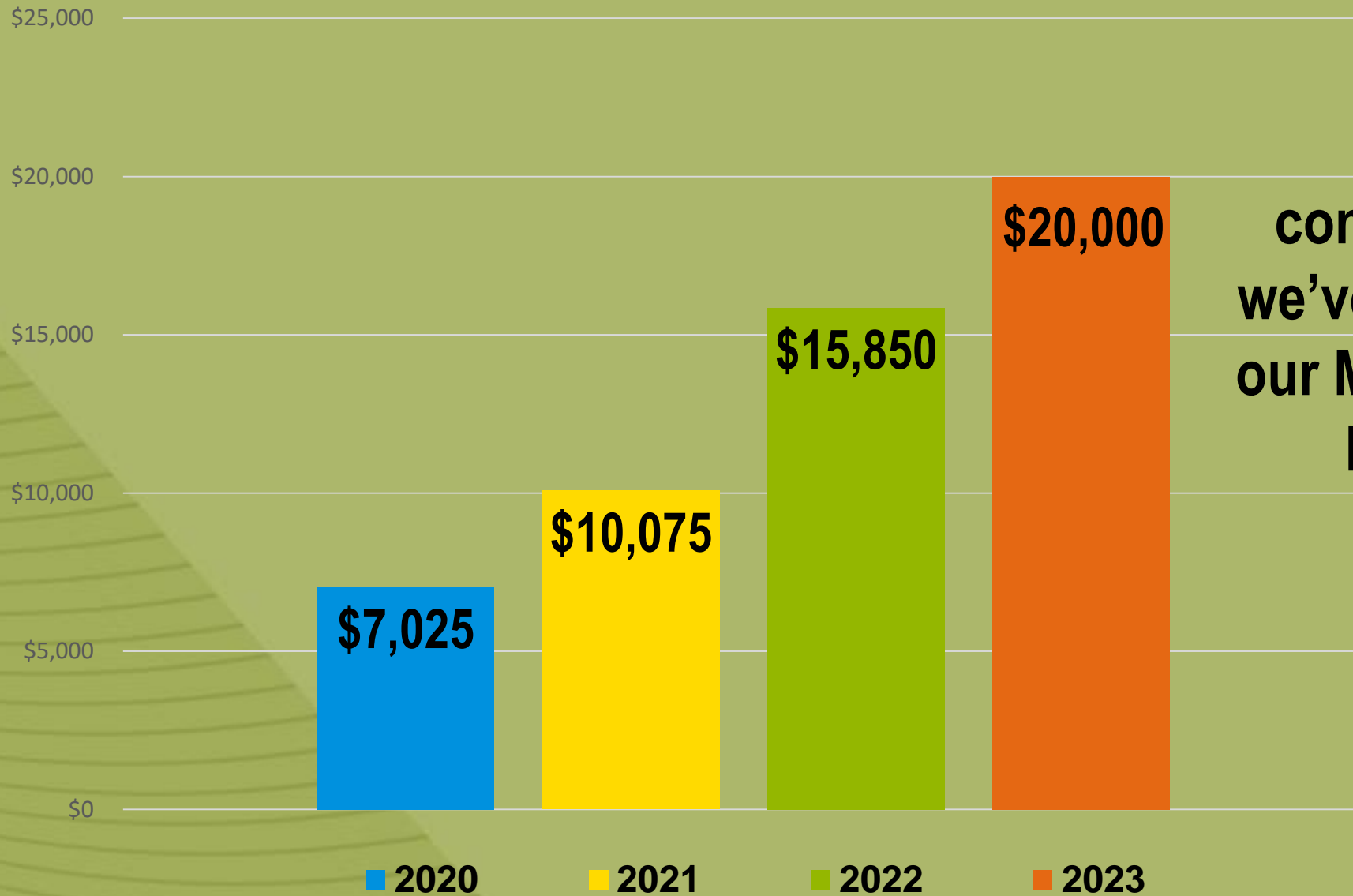




# Bed Tax Summary



# Membership



**Membership is continuing to grow as we've once again broken our Membership revenue high water mark**





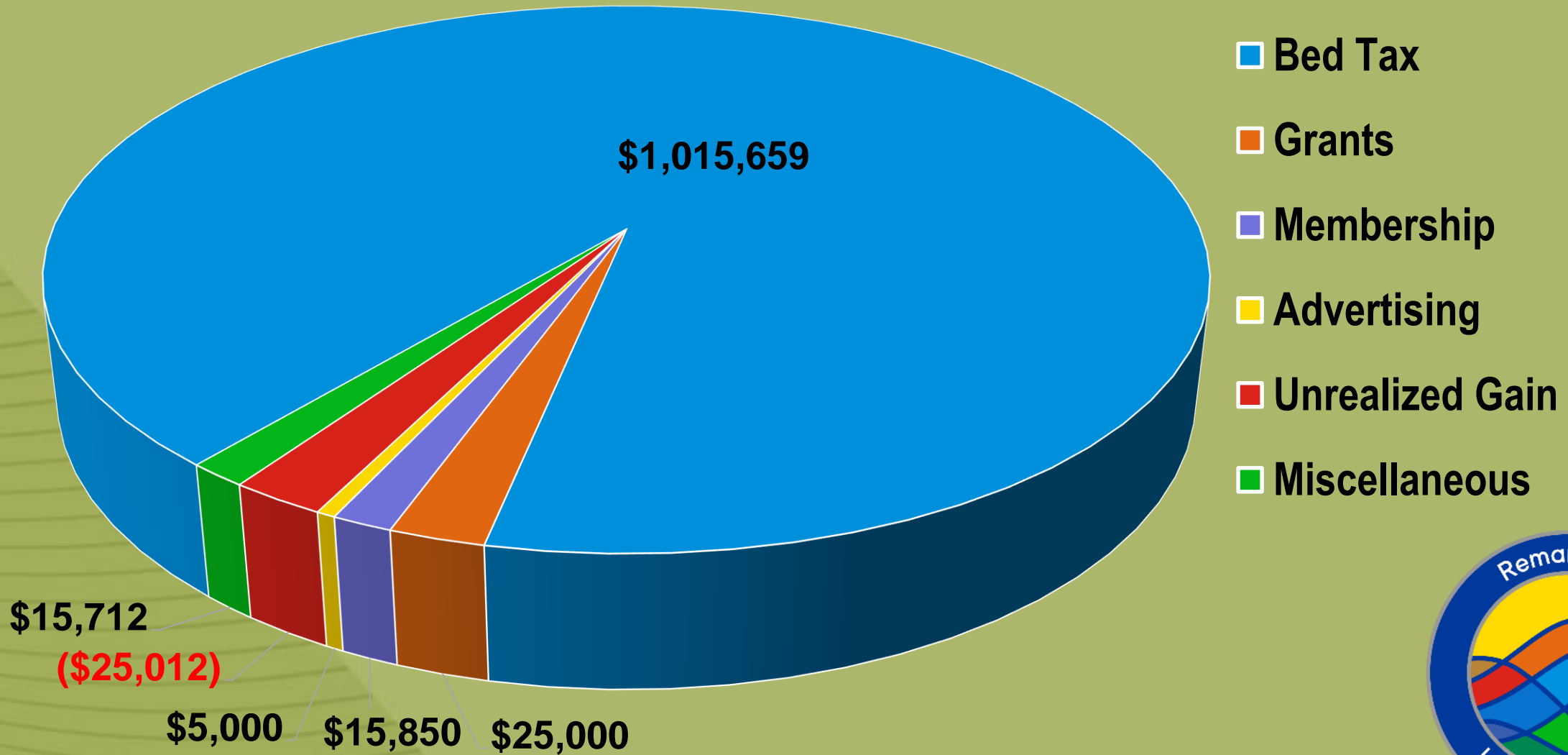
# Grant Programs

**Arts & Culture Grants - \$154,000**  
**Community Events - \$21,000**  
**Total attendance > 475,000**



# 2022 Lake County Visitors Bureau Revenue

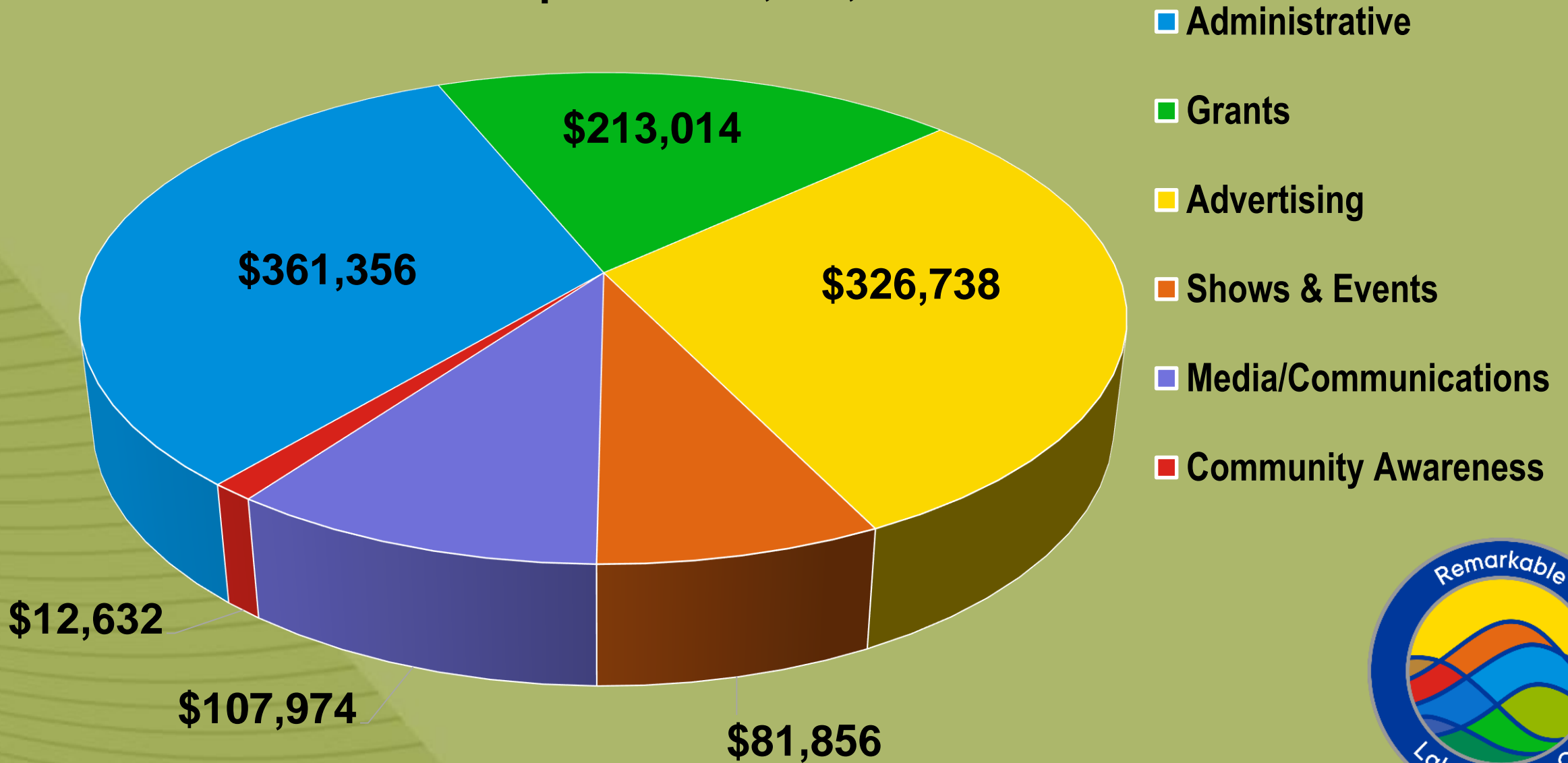
Total Revenue: \$1,052,209





# 2022 Lake County Visitors Bureau Expenses

Total Expenses: \$1,103,571



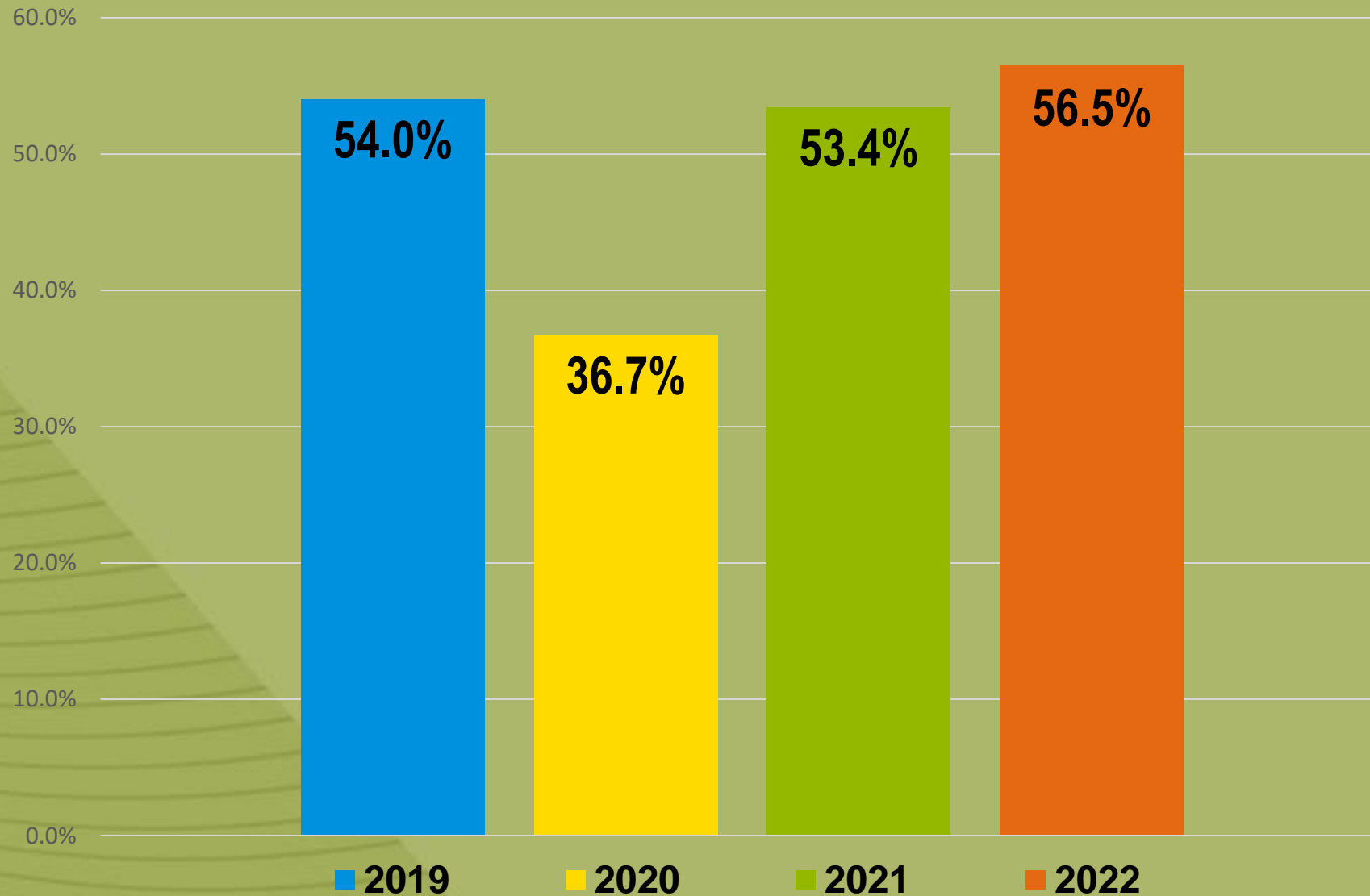
# **Analytics & Research Tools**

- **Tourism Economics**
- **Smith Travel Research (STR)**
- **Ohio Travel Association**
- **Ohio Association of Convention and Visitors Bureaus (OACVB)**
- **Ohio Society of Association Professionals (OSAP)**
- **Ohio Grape Industries Committee (OGIC)**
- **Placer.ai**

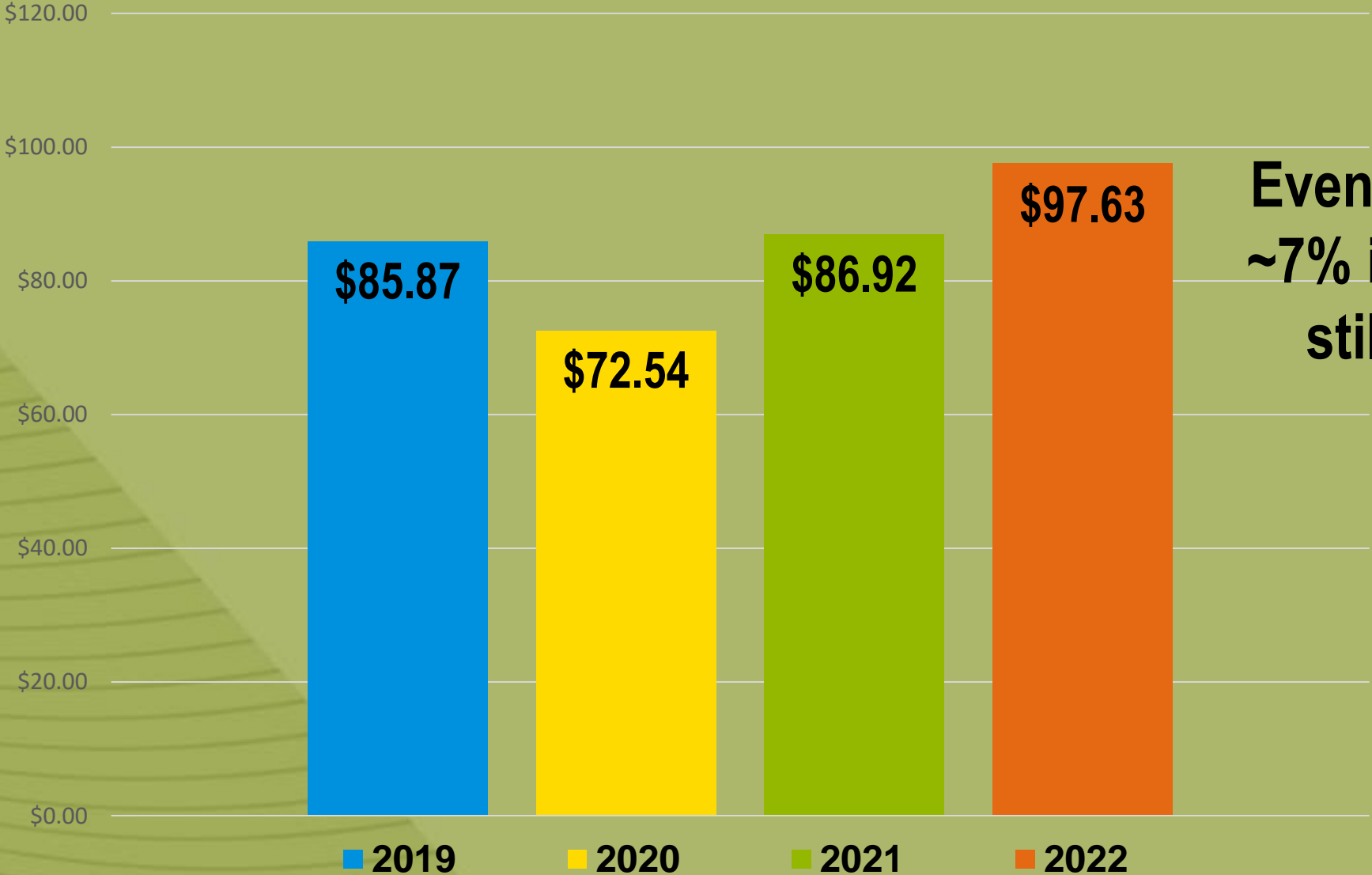




# Hotel Statistics – Occupancy Rate



# Hotel Statistics – Average Daily Rate

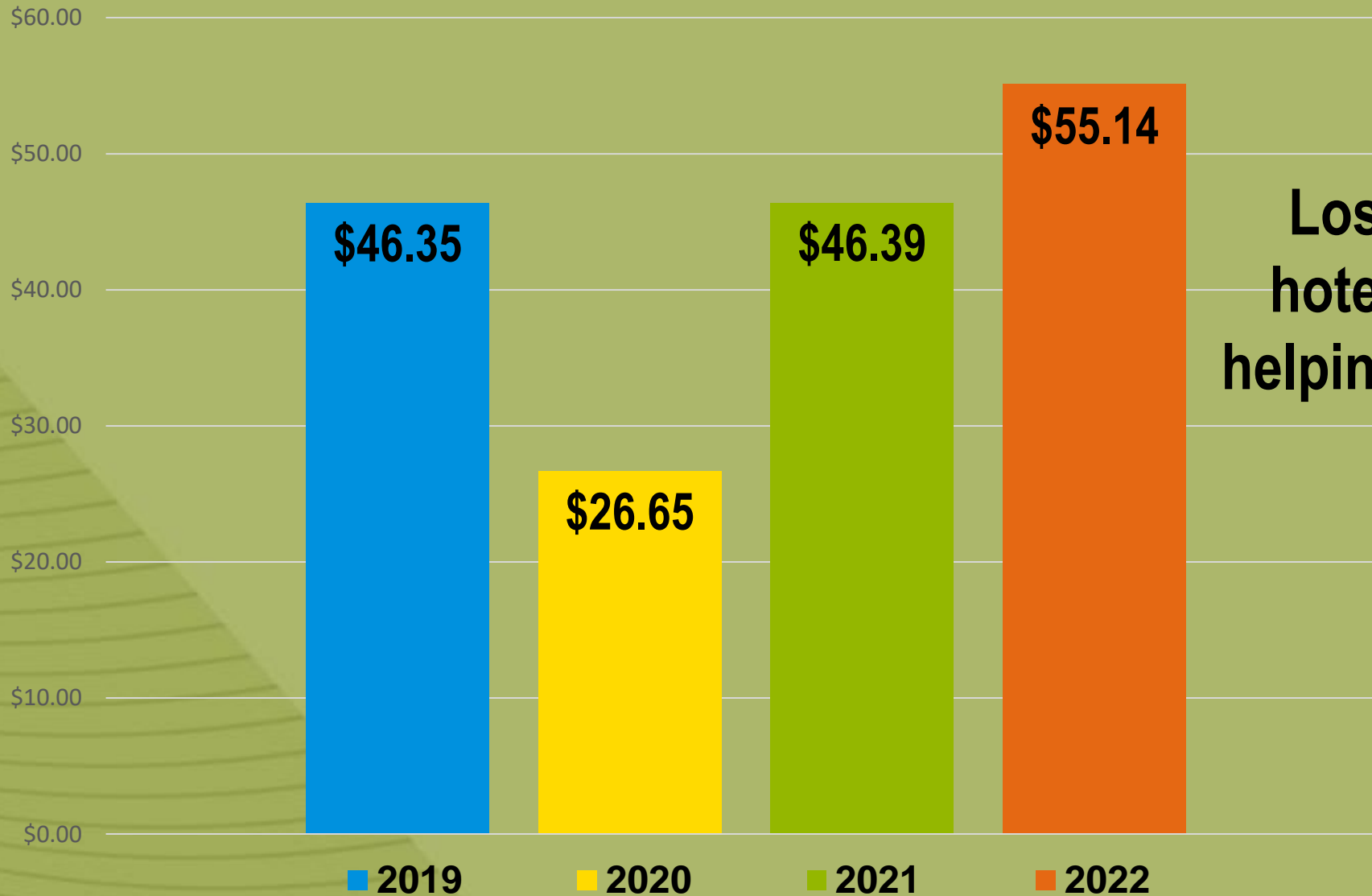


**Even when factoring in ~7% inflation, ADR was still up about 4.5%**





# Hotel Statistics – Revenue per Available Room



**Loss of two “dated” hotels in 2021/2022 is helping increase RevPAR**



# Marketing focus for 2023

- We have fine-tuned our marketing mix with digital, social, influencers, television, print and strategic sponsorships and have already seen positive results
- New co-op marketing opportunities for members
- Increased on-site social content at member businesses
- Working on revamped website to build on the most successful parts of the current site





# Marketing Highlights

- Received awards from the Ohio Travel Association for:
  - Travel Guides and Planners
  - Television Advertisement
- Received awards from the Ohio Association of Convention and Visitors Bureaus for:
  - Travel and Tourism Guide
  - Commercial or Video
  - Digital Marketing Campaign





**cravecle**

Nikki & Bailey | @cravecle

Follow

991 Following 61K Followers 1M Likes

Sharing all that Ohio has to offer and beyond!  
Food | Experiences | Lifestyle

cravecle

Follow

Message



817 posts 78.2K followers 2,069 following

**Cravecle**

Digital creator

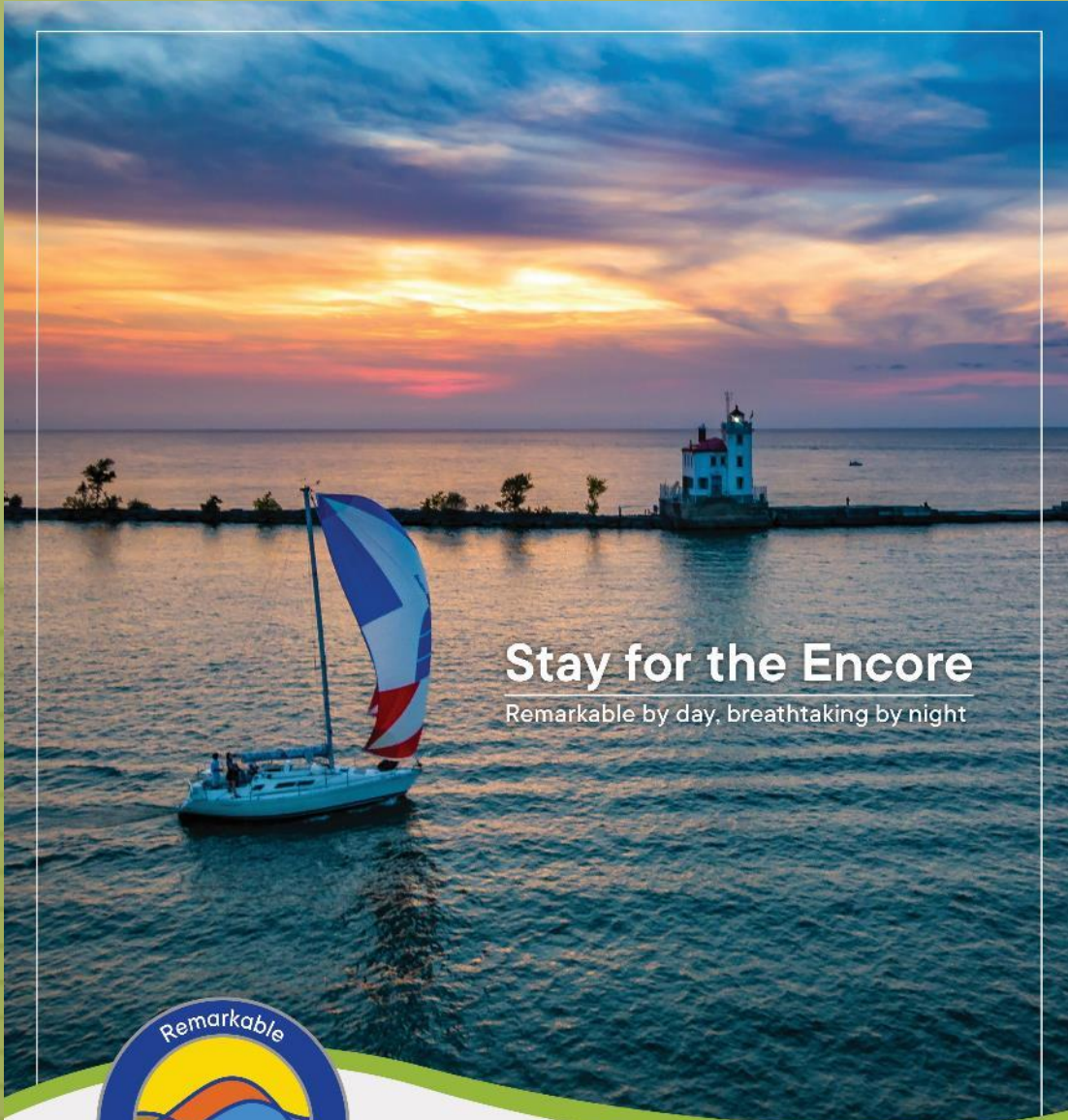
We're Nikki & Bailey and we love sharing all that Ohio has to offer and beyond! 🍷

Food | Experiences | Lifestyle Content



crave  
cle



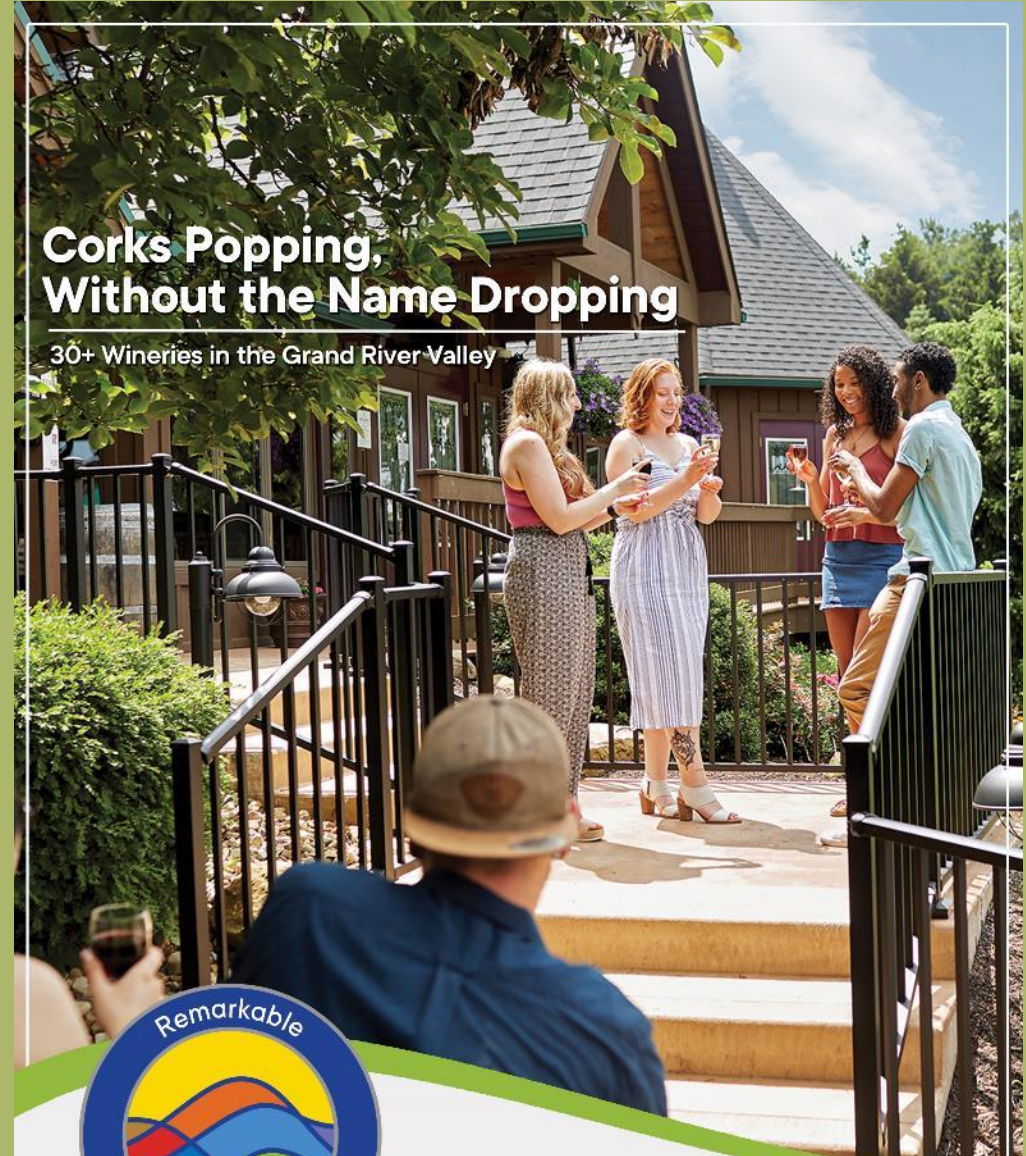


# Stay for the Encore

Remarkable by day, breathtaking by night



Request a guide at [MyLakeOH.com](http://MyLakeOH.com)  
#RemarkableLakeCountyOH



# Corks Popping, Without the Name Dropping

30+ Wineries in the Grand River Valley



Request a guide at [MyLakeOH.com](http://MyLakeOH.com)  
#RemarkableLakeCountyOH







GRAND RIVER VALLEY

Explore 30+ Wineries

# Corks Popping

Without the Name Dropping

Remarkable Lake County, OH

Plan your Trip



# Stay for the Encore

Remarkable by day, breathtaking by night

Plan your Trip

Remarkable Lake County, OH



# Stay for the Encore

Remarkable by day, breathtaking by night

Remarkable Lake County, OH

Plan your Trip



# Corks Popping

Without the Name Dropping



Explore 30+ Wineries

Remarkable Lake County, OH

Plan your Trip





# Plans for 2023

- Proactive engagement with Lake County museums to help enhance visitor experiences and increase attendance





# Plans for 2023

- Working on placemaking and wayfinding signage throughout the Grand River Valley wine region thanks in large part to funding from Lake County Clerk of Courts, Faith Andrews



# Plans for 2023

- Excited to welcome large groups from Great Ohio Bicycle Adventure (GOBA) and the Ohio Society of Association Professionals (OSAP) this summer



# Plans for 2024

- Planning for Eclipse on April 8 including a new grant program of \$25,000 to encourage and support Eclipse-related events



**TOTAL SOLAR ECLIPSE**

APRIL 8, 2024

**SAVE THE DATE!**

In 2024, a total eclipse will go through Ohio. Start planning for this once-in-a-lifetime opportunity!"

**Eclipse.Ohio.Gov**



# Statewide Challenges in Tourism Industry

- How to best work with Short-Term-Rentals (STR)? Currently Airbnb and VRBO aren't required to collect and remit bed taxes unless a County/City makes proactive effort to do so. These properties also don't collect and remit sales taxes.
- Stagnant/reduced funding for Tourism Ohio – Ohio The Heart of it all. Average statewide tourism budget for comparable states is ~\$40 million and Ohio is at \$10 million with \$2 million already spoken for.



# Director Mary Mertz

## Ohio Department of Natural Resources





**OHIO DEPARTMENT OF  
NATURAL RESOURCES**



# Tourism Overview

Spring 2023

**MARY  
MERTZ**

Director, Ohio Department of Natural Resources



# TOURISM TODAY



# Economic Impact

- Ohio State Parks generated \$60 million in tax revenue
- \$450 million in business sales
- 4,405 jobs

According to a 2019 report by Tourism Economics





# Fishing Industry

- \$3 billion
- 1/3 from Lake Erie
- 2/3 from inland Lakes



# Fishing Industry





# Three New Fish Cleaning Stations

- Avon Lake Boat Access (Avon Lake, OH)
- Huron Boat Access (Huron, OH)
- Mazurik Boat Access (Lakeside Marblehead, OH)





# Fairport Harbor Investments

- \$5 million
- Boater-friendly upgrades
- 900-foot break wall
- Renovated boat launches
- Fish cleaning station





# Headlands Dunes Coastal Wetland Restoration Project





# Headlands Dunes Coastal Wetland Restoration Project





# Headlands Beach State Park

## Upcoming Summer Events

- Headlands Beach Fest (July 15)
- Soccer in the Sand (July 29,30)
- Lake Side Flea (August 5)





# Geneva State Park





# City Development Investment



Courtesy: City of Painesville



# Coming this fall: Great Council State Park

- 12,000-square-foot interpretive center
- Architectural design based on the traditional Shawnee council house
- Three floors of exhibits
- Theater, living stream, and gallery
- ODNR is working with the three federally-recognized Shawnee Tribes to develop the property





# Shawnee State Park Ohio River Campground





# Hocking Hills State Park Lodge

- 81 overnight guest rooms
- Full-service restaurant with indoor and outdoor dining plus lounge areas
- Grab & Go café
- Gift shop
- Special event and conference space
- Indoor and outdoor pools with spas
- Fitness center





# Punderson Manor Lodge & Conference Center





# Punderson State Park Upgrades







OHIO DEPARTMENT OF  
**NATURAL  
RESOURCES**

[ohiodnr.gov](http://ohiodnr.gov)

# Plans for 2023...continued

- We are in the initial stage of re-branding the Visitors Bureau and are working with Twist Creative out of Cleveland
- To ensure most successful outcome this will require feedback and input from community stakeholders
- We want a brand to better reflect the true spirit and essence of Lake County in a compelling, concise way that's easy to communicate

The logo for Twist Creative, featuring the letters 'TW' stacked above 'ST.' in a bold, white, sans-serif font, set against a red square background.

**TW  
ST.**



# State of Travel and Tourism



**Thank You!**