



# The Economic Impact of Tourism in Tuscarawas County, Ohio

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June 2018



TOURISM  
ECONOMICS

AN OXFORD ECONOMICS COMPANY

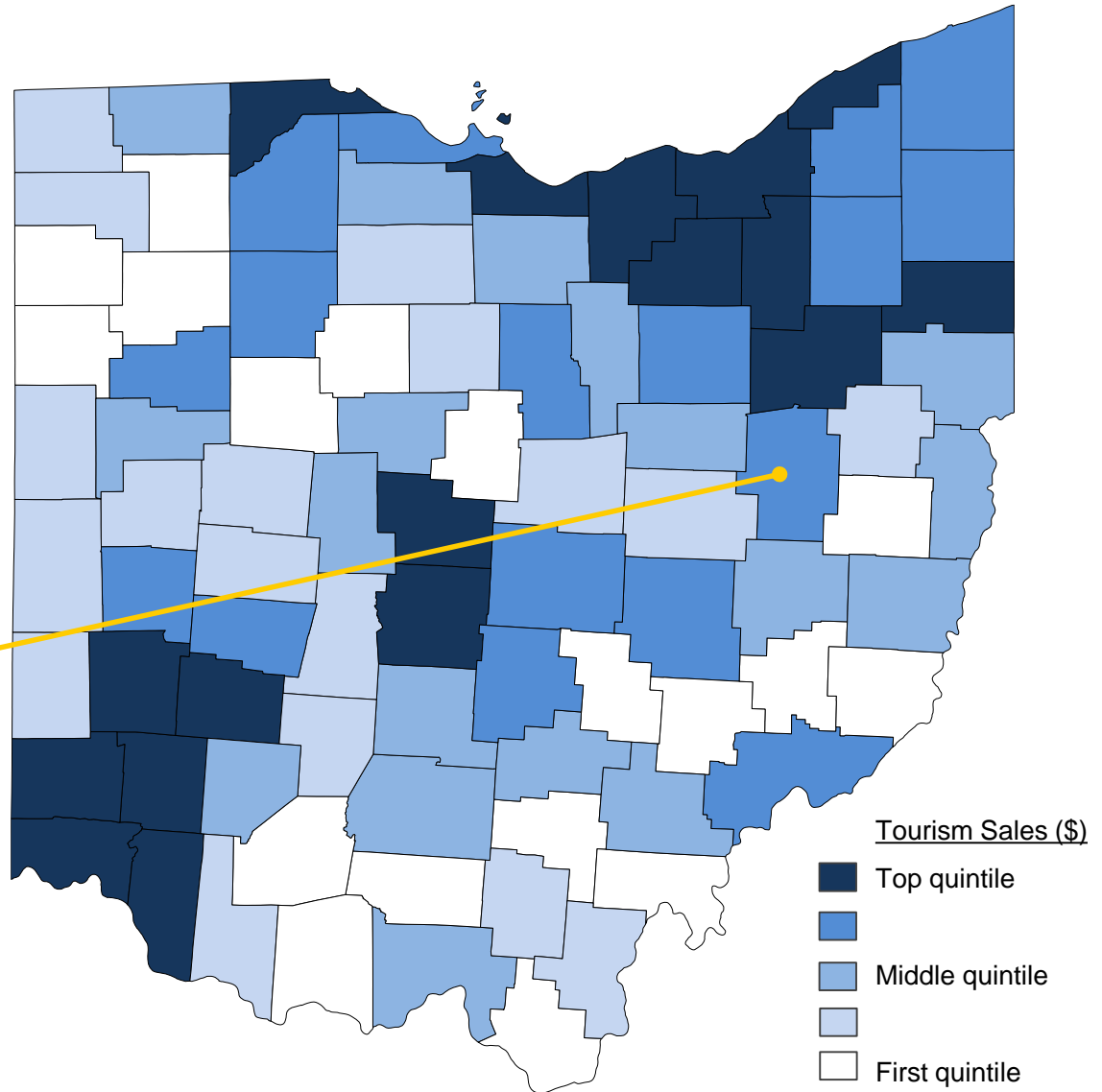
# Tuscarawas County tourism summary

## Total Tourism Impact

Tuscarawas County, Ohio

Total Sales	\$410.5 million
Wages	\$71.3 million
Taxes	\$48.6 million
Employment	3,560

Tuscarawas County



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# Overview

## 1 Tourism drives jobs in Tuscarawas County

- Tourism is an integral and driving component of the Tuscarawas County economy, sustaining 8.0% of private employment.

## 2 Visitor spending brings in dollars to the local economy

- Visitors to Tuscarawas County generated business sales of \$410.5 million, directly and indirectly, in 2017.

## 3 Tourism benefits are diverse

- The benefits of tourism span across various industries, including transportation, recreation, retail, lodging, and food & beverage.

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# Tuscarawas County Detail

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## Tourism sales trends

<b>Recent Trends in Tourism Sales (Output)</b>			
	2015	2016	2017
<b>Tuscarawas County Direct Sales Trends:</b>			
Sales volume (\$mils)	262.4	259.8	270.4
Sales growth, % change	3.1%	-1.0%	4.1%
<b>Sales trends for the wider region and state:</b>			
Northeast Ohio sales growth, % change	4.6%	3.7%	3.7%
Ohio sales growth, % change	4.9%	3.6%	3.5%

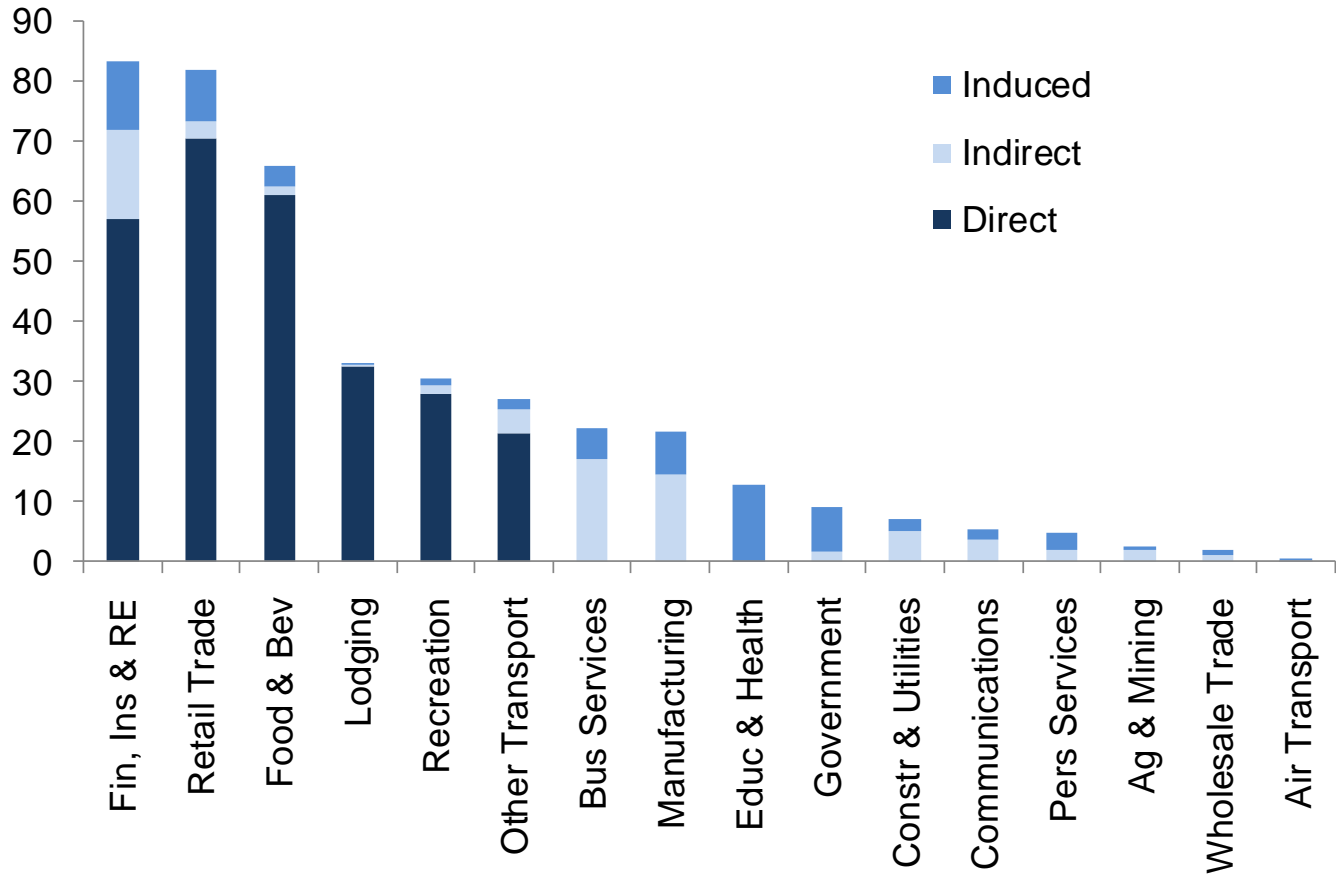
## Tourism sales

Visitors generated \$410.5 million in business activity in Tuscarawas County in 2017.

<b>Tourism Sales (Output)</b>				
<b>(US\$)</b>				
	<b>Direct*</b>	<b>Indirect</b>	<b>Induced</b>	<b>Total</b>
Agriculture, Fishing, Mining	-	1,921,221	772,596	2,693,816
Construction and Utilities	-	5,131,029	2,066,420	7,197,449
Manufacturing	-	14,483,197	7,094,439	21,577,636
Wholesale Trade	-	1,192,021	789,983	1,982,004
Air Transport	39,966	146,629	122,661	309,256
Other Transport	21,305,924	4,118,060	1,571,322	26,995,306
Retail Trade	70,577,034	2,872,103	8,569,329	82,018,466
Communications	-	3,755,592	1,775,986	5,531,577
Finance, Insurance and Real Estate	56,992,781	14,979,753	11,275,882	83,248,416
Business Services	-	17,214,587	5,171,368	22,385,955
Education and Health Care	-	76,982	12,822,861	12,899,843
Recreation and Entertainment	27,870,298	1,482,891	1,124,247	30,477,436
Lodging	32,455,867	363,546	336,411	33,155,824
Food & Beverage	61,199,122	1,176,396	3,511,250	65,886,768
Personal Services	-	1,841,341	3,097,162	4,938,503
Government	-	1,637,323	7,603,181	9,240,504
<b>TOTAL</b>	<b>270,440,992</b>	<b>72,392,672</b>	<b>67,705,097</b>	<b>410,538,760</b>

# Tourism Sales By Industry

\$ Millions



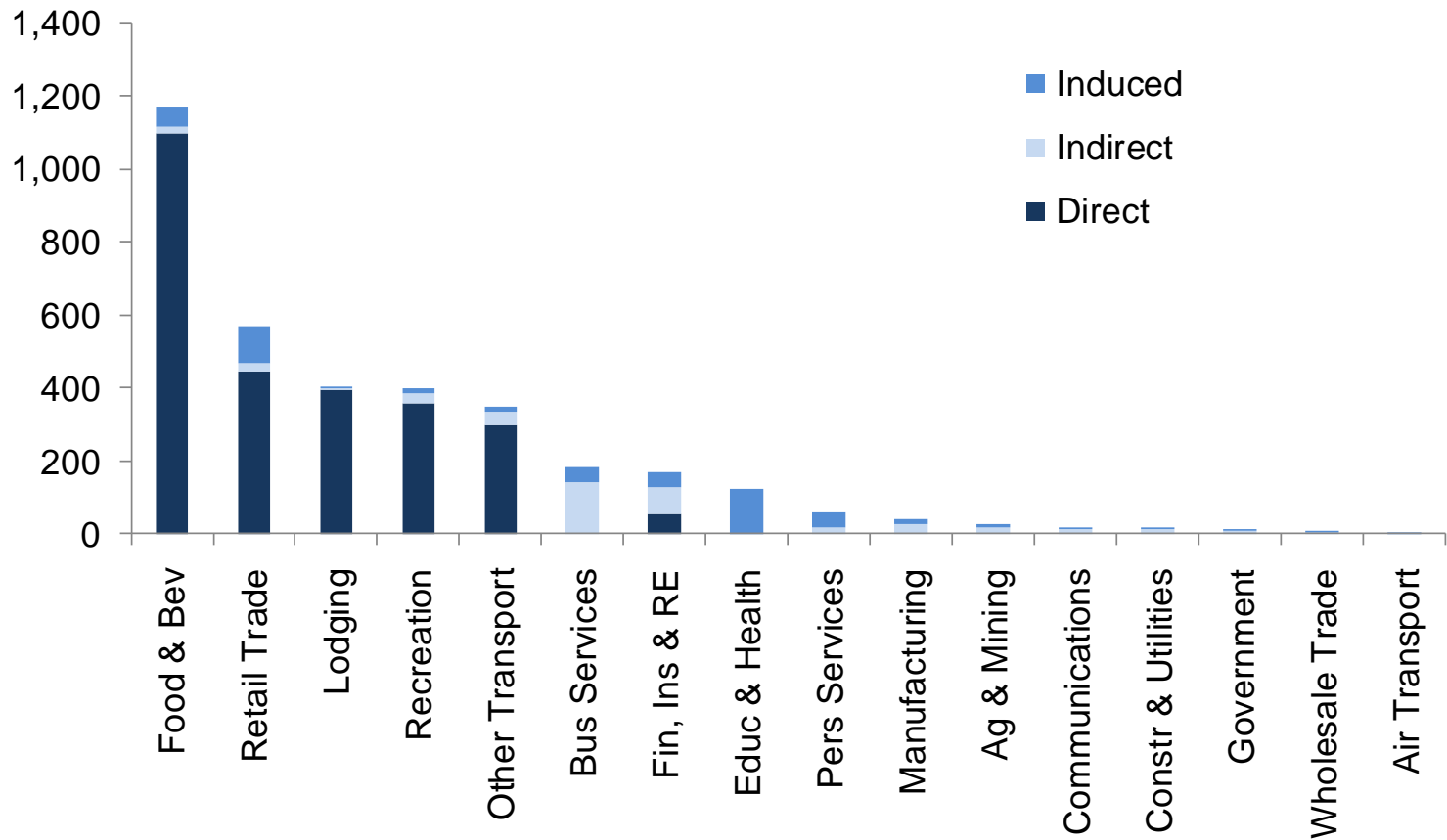
## Tourism employment

Tourism supports 1 in every 13 jobs in Tuscarawas County.

<b>Tourism Employment</b>				
	<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>	<b>Total</b>
<b>Agriculture, Fishing, Mining</b>	-	20	7	27
<b>Construction and Utilities</b>	-	15	3	18
<b>Manufacturing</b>	-	28	12	41
<b>Wholesale Trade</b>	-	5	3	8
<b>Air Transport</b>	-	0	0	1
<b>Other Transport</b>	297	37	13	348
<b>Retail Trade</b>	447	23	97	568
<b>Communications</b>	-	13	5	18
<b>Finance, Insurance and Real Estate</b>	56	72	42	171
<b>Business Services</b>	-	143	43	185
<b>Education and Health Care</b>	-	1	124	125
<b>Recreation and Entertainment</b>	356	29	16	401
<b>Lodging</b>	396	4	4	404
<b>Food &amp; Beverage</b>	1,097	21	57	1,174
<b>Personal Services</b>	-	18	42	60
<b>Government</b>	-	7	4	11
<b>TOTAL</b>	<b>2,650</b>	<b>437</b>	<b>473</b>	<b>3,560</b>



# Tourism Employment By Industry



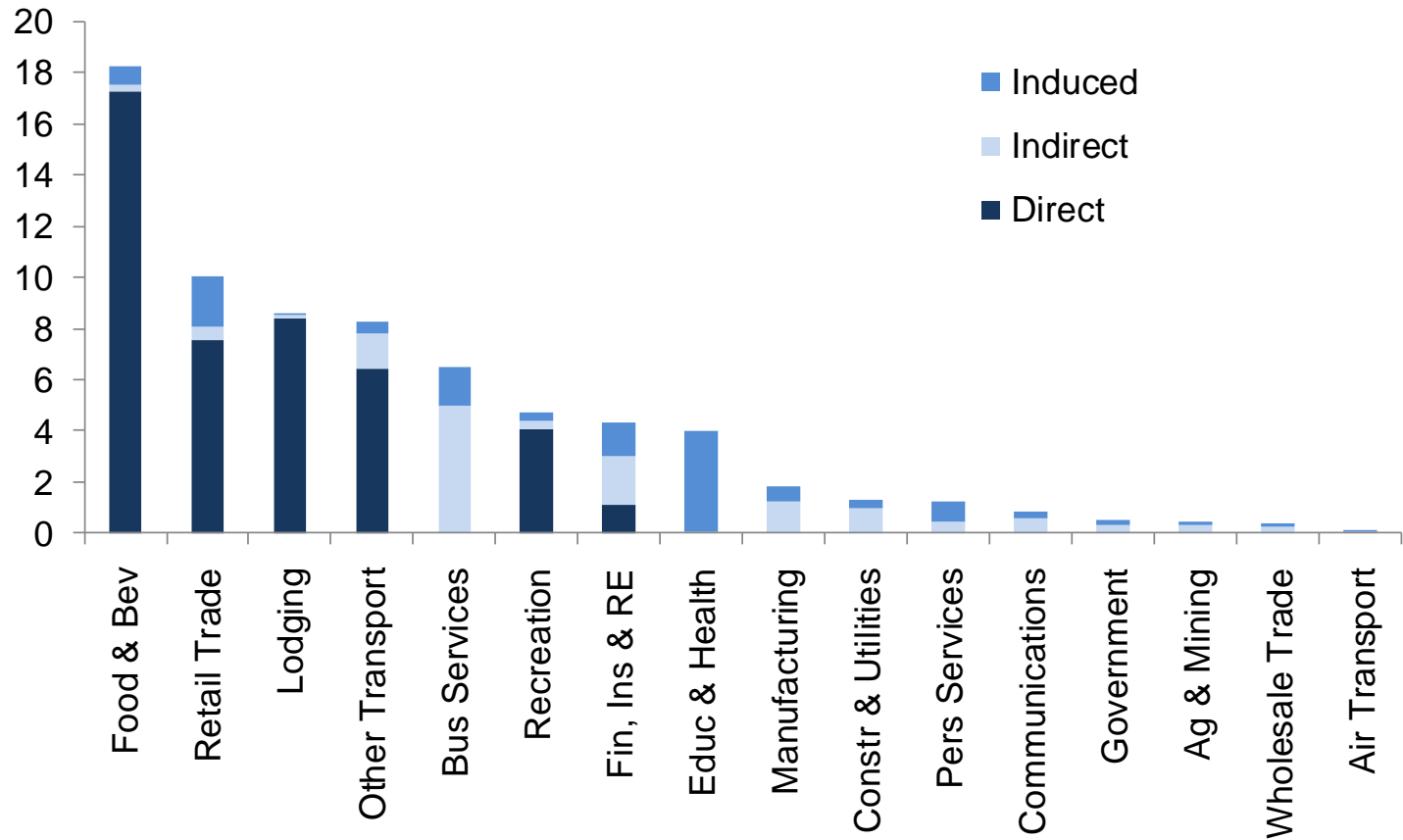
## Tourism income

Tourism generated personal income of \$71.3 million in 2017.

<b>Tourism Income (Compensation)</b>				
<b>(US\$)</b>				
	<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>	<b>Total</b>
Agriculture, Fishing, Mining	-	329,010	146,590	475,599
Construction and Utilities	-	946,857	333,478	1,280,335
Manufacturing	-	1,261,576	586,145	1,847,721
Wholesale Trade	-	227,722	169,884	397,607
Air Transport	-	32,530	29,582	62,112
Other Transport	6,421,149	1,362,685	487,915	8,271,750
Retail Trade	7,553,195	492,375	1,992,987	10,038,558
Communications	-	601,843	234,414	836,257
Finance, Insurance and Real Estate	1,080,324	1,908,277	1,358,230	4,346,832
Business Services	-	4,993,881	1,495,311	6,489,192
Education and Health Care	-	23,494	3,967,467	3,990,961
Recreation and Entertainment	4,051,043	371,777	279,263	4,702,084
Lodging	8,423,981	90,130	73,403	8,587,514
Food & Beverage	17,239,285	261,660	722,067	18,223,012
Personal Services	-	452,098	802,783	1,254,881
Government	-	336,590	154,470	491,060
<b>TOTAL</b>	<b>44,768,977</b>	<b>13,692,506</b>	<b>12,833,990</b>	<b>71,295,474</b>

## Tourism Earnings By Industry

\$ Millions



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## Tourism tax generation

Tourism generated \$48.6 million in taxes in 2017, including \$24.2 million in state and local taxes.

<b>Tourism-Generated Taxes</b>	
<b>(US\$)</b>	
	<b>Total</b>
<b>Federal Taxes</b>	<b>24,359,763</b>
<b>State Taxes</b>	<b>14,642,291</b>
<b>Local Taxes</b>	<b>9,551,687</b>
<b>TOTAL</b>	<b>48,553,740</b>

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# State Summary

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## Key findings

- As visitor spending growth continues, Ohio tourism's performance both in 2017 and over the life of the current expansion impresses.
  - Visitor spending grew 3.5% in 2017 and has increased nearly 18% over 2013 results.
  - Visitor spending increased by \$1.2 billion in 2017 to reach \$35.2 billion; spending is up by \$5.2 billion since 2013.
  - Ohio visitor volumes grew by 7 million to reach 219 million and have grown by more than 24 million since 2013.
  - Visitor spending growth was led by spending on recreational activities with strong growth in food & beverages as lower gas prices, growing wages, and strong consumer confidence supported travel growth.
- Visitor spending of \$35.2 billion generated \$53.3 billion in total business sales in 2017 as traveler dollars flowed through the Ohio economy.
  - Visitor activity sustained 493,625 jobs in 2017, both directly and indirectly.
  - 1-in-11 jobs in the state is sustained by tourism activity – 8.9% of private non-farm employment in Ohio.
  - Including indirect and induced impacts, tourism in Ohio generated \$3.35 billion in state and local taxes and \$3.3 billion in Federal taxes in 2017.
  - In the absence of the state and local taxes generated by tourism, each Ohio household would need to pay an additional \$725 to maintain the current level of government services.

# Growth continues in 2017 as economic conditions help spur travel to Ohio

## Key facts about Ohio's tourism sector

Visitation reached 219 million in 2017

Visitor spending rose 3.5% in 2017 to \$35.2 billion

Tourism spending supports 8.9% of all jobs in Ohio

Tourism in Ohio generated \$3.35 billion in state and local taxes in 2017

## Key indicators in Ohio 2017

Dollar figures in millions

<b>Tourism spending</b>	<b>\$35,162</b>
<b>Total business sales</b>	<b>\$53,296</b>
<b>Employment sustained by tourism</b>	<b>493,625</b>
<b>Income sustained by tourism</b>	<b>\$13,547</b>
<b>Taxes sustained by tourism</b>	<b>\$6,666</b>
Federal	\$3,315
State	\$1,986
Local	\$1,366

Source: Tourism Economics

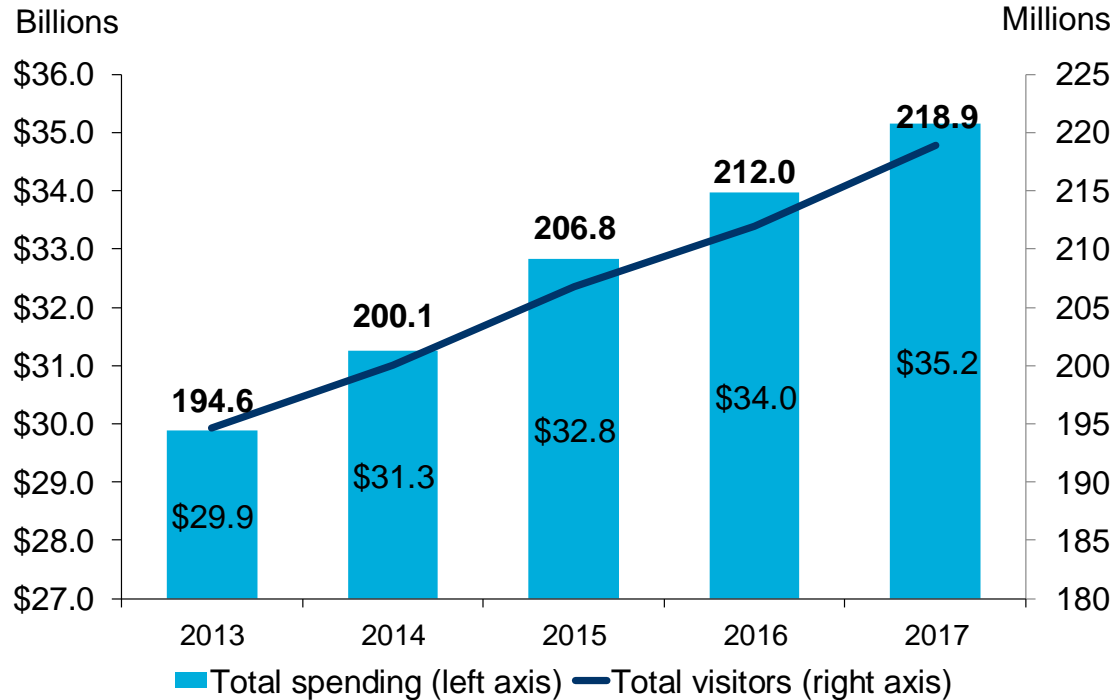
# 2017 results

219 million visitors traveled to Ohio in 2017, spending \$35.2 billion in the state.

The number of person-trips reached 219 million in 2017.

The steady climb of visitor spending continued in 2017 as increased visitation supported more spending in a very low inflationary period.

## Visitation and visitor spending in Ohio



Source: Tourism Economics

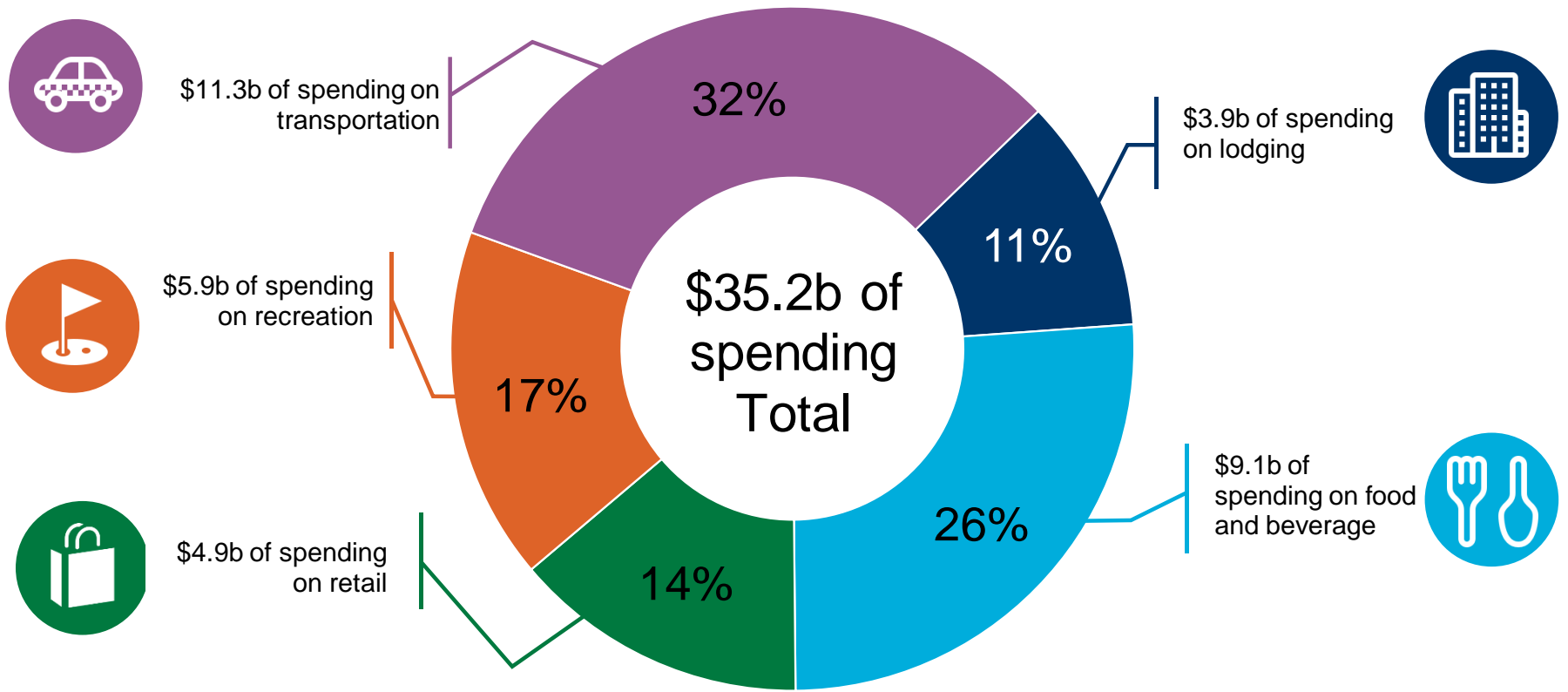


# Visitor spending in Ohio

Food & beverages spending captures a quarter of all visitor spending.

## Visitor spending in Ohio, 2017

Dollars, millions and percent of total



Source: Tourism Economics

## How tourism generates impact

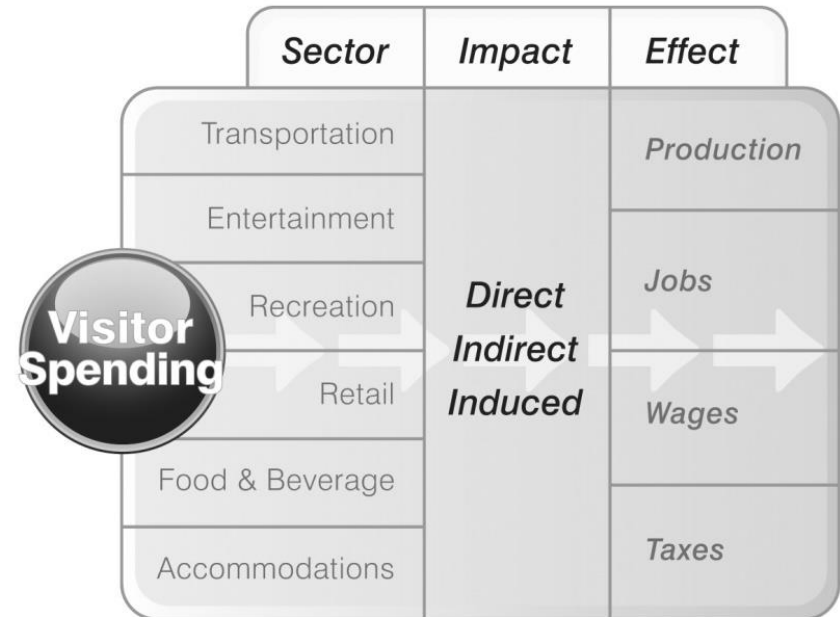
Our analysis of tourism's impact on Ohio starts with actual spending by tourists, but also considers the downstream effects of this injection of spending into the local economy. To determine the total economic impact of tourism in Ohio, we input tourism spending into a model of the Ohio's economy created in IMPLAN. This model calculates three distinct types of impact: direct, indirect, and induced.

- Travelers create **direct** economic value within a discrete group of sectors (e.g. recreation, transportation). This supports a relative proportion of jobs, wages, taxes, and GDP within each sector.
- Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called **indirect** impacts.
- Lastly, the **induced** impact is generated when employees whose wages are generated either directly or indirectly by tourism, spend those wages in the local economy.

The impacts on business sales, jobs, wages, and taxes are calculated for all three levels of impact.

Tourism spending flows through the economy and generates economic benefit through multiple channels.

## How tourism spending flows through the economy and generates economic benefits



## Tourism's impact on business sales (1 of 2)

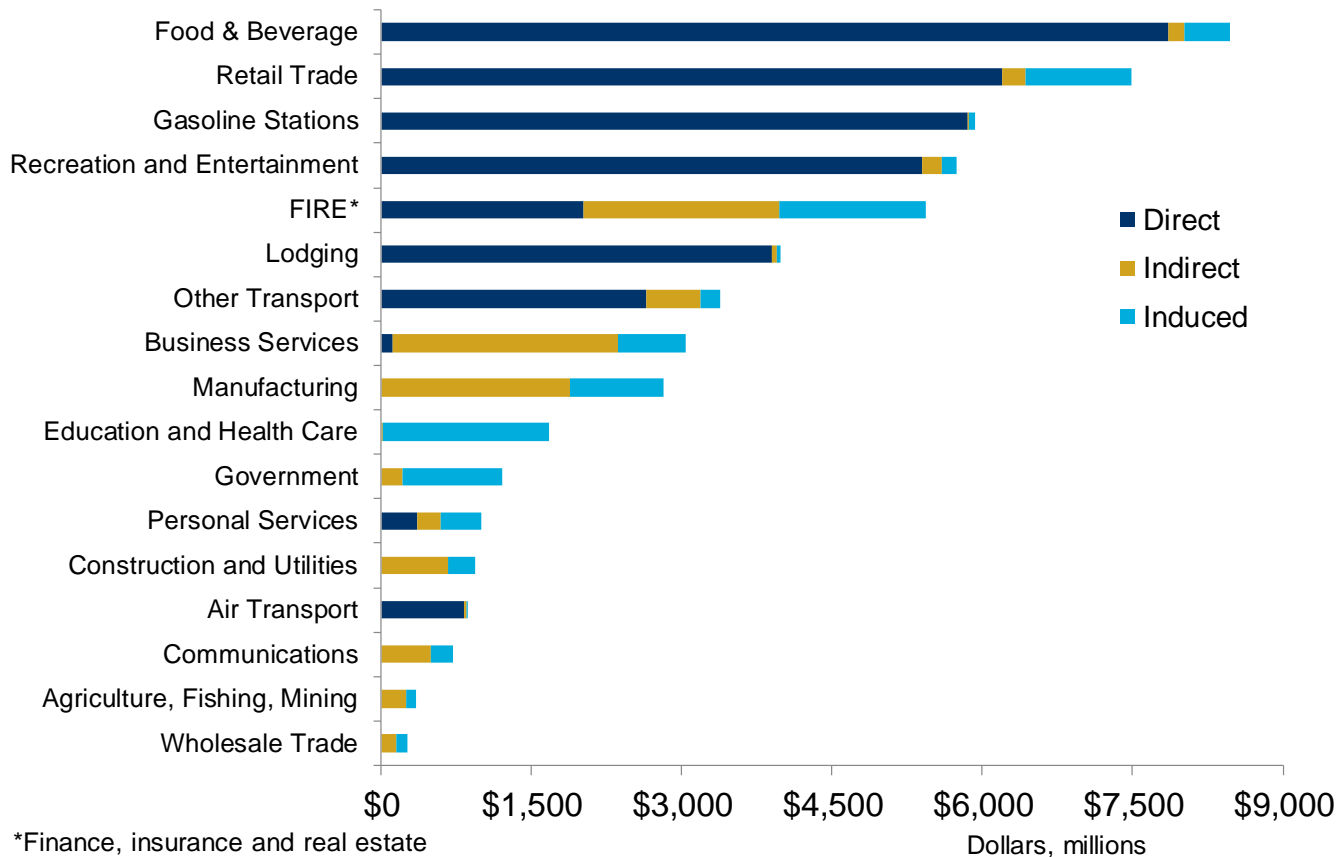
Visitors spent \$35.2 billion in Ohio in 2017. This supported a total of \$53.3 billion in business sales when indirect and induced impacts are considered.

<b>Tourism economy generated business sales, millions</b>				
	<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>	<b>Total</b>
Agriculture, Fishing, Mining	-	250.6	100.5	351.1
Construction and Utilities	-	669.2	268.9	938.0
Manufacturing	-	1,888.8	923.1	2,811.9
Wholesale Trade	-	155.5	102.8	258.2
Air Transport	831.7	19.1	16.0	866.7
Other Transport	2,644.9	537.1	204.4	3,386.4
Retail Trade	6,194.9	241.5	1,051.7	7,488.1
Gasoline Stations	5,848.9	16.3	63.2	5,928.5
Communications	-	489.8	231.1	720.9
Finance, Insurance and Real Estate	2,015.2	1,953.6	1,467.1	5,435.9
Business Services	117.7	2,245.1	672.9	3,035.6
Education and Health Care	-	10.0	1,668.4	1,678.4
Recreation and Entertainment	5,399.0	193.4	146.3	5,738.7
Lodging	3,898.6	47.4	43.8	3,989.8
Food & Beverage	7,858.3	153.4	456.9	8,468.5
Personal Services	353.2	240.1	403.0	996.3
Government	-	213.5	989.3	1,202.8
<b>TOTAL</b>	<b>35,162.3</b>	<b>9,324.4</b>	<b>8,809.2</b>	<b>53,295.9</b>
<b>Growth Rate</b>	<b>3.5%</b>	<b>2.1%</b>	<b>5.2%</b>	<b>3.5%</b>

## Tourism's impact on business sales (2 of 2)

While the majority of sales are in industries directly serving visitors, over \$2.2 billion in business sales occurs in business services as a result of their selling to tourism businesses.

### Tourism economy generated business sales, 2017



Source: Tourism Economics

## Tourism's impact on local employment

Tourism supported a total of 493,625 jobs when indirect and induced impacts are considered.

<b>Tourism economy generated employment</b>				
	<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>	<b>Total</b>
Agriculture, Fishing, Mining	-	2,685	1,024	3,709
Construction and Utilities	-	1,992	461	2,452
Manufacturing	-	3,886	1,726	5,612
Wholesale Trade	-	651	430	1,082
Air Transport	3,364	58	57	3,479
Other Transport	32,850	5,070	1,860	39,779
Retail Trade	44,297	2,964	12,744	60,005
Gasoline Stations	12,348	189	703	13,239
Communications	-	1,833	694	2,527
Finance, Insurance and Real Estate	7,346	9,865	5,803	23,013
Business Services	137	19,473	5,908	25,518
Education and Health Care	-	196	17,137	17,333
Recreation and Entertainment	67,996	3,918	2,176	74,090
Lodging	42,606	596	518	43,720
Food & Beverage	155,410	2,805	7,809	166,024
Personal Services	2,230	2,454	5,791	10,476
Government	-	1,023	545	1,568
<b>TOTAL</b>	<b>368,585</b>	<b>59,658</b>	<b>65,383</b>	<b>493,625</b>
<b>Percent Change</b>	<b>0.5%</b>	<b>1.8%</b>	<b>1.6%</b>	<b>0.8%</b>

Source: Tourism Economics

## Tourism's impact on local income

Tourism generated nearly \$8.5 billion in direct income and \$13.5 billion when indirect and induced impacts are added.

<b>Tourism economy generated income, millions</b>				
	<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>	<b>Total</b>
<b>Agriculture, Fishing, Mining</b>	-	62.7	28.1	90.8
<b>Construction and Utilities</b>	-	180.5	63.9	244.4
<b>Manufacturing</b>	-	240.5	112.3	352.8
<b>Wholesale Trade</b>	-	43.4	32.6	76.0
<b>Air Transport</b>	290.0	6.2	5.7	301.8
<b>Other Transport</b>	919.5	259.8	93.5	1,272.7
<b>Retail Trade</b>	958.0	88.9	363.6	1,410.5
<b>Gasoline Stations</b>	309.5	5.0	18.4	332.9
<b>Communications</b>	-	114.7	44.9	159.7
<b>Finance, Insurance and Real Estate</b>	193.8	363.8	260.3	817.9
<b>Business Services</b>	7.5	952.0	286.6	1,246.1
<b>Education and Health Care</b>	-	4.5	760.4	764.9
<b>Recreation and Entertainment</b>	1,736.8	70.9	53.5	1,861.2
<b>Lodging</b>	1,226.5	17.2	14.1	1,257.8
<b>Food &amp; Beverage</b>	2,787.7	49.9	138.4	2,975.9
<b>Personal Services</b>	48.3	86.2	153.9	288.3
<b>Government</b>	-	64.2	29.6	93.8
<b>TOTAL</b>	<b>8,477.5</b>	<b>2,610.2</b>	<b>2,459.8</b>	<b>13,547.5</b>
<b>Percent Change</b>	<b>3.5%</b>	<b>4.2%</b>	<b>3.7%</b>	<b>3.7%</b>

Source: Tourism Economics

## Tourism's impact on taxes

Tax revenue of \$6.7 billion was directly and indirectly generated by tourism in 2017.

State and local taxes alone tallied \$3.35 billion in 2017.

Each household in Ohio would need to be taxed an additional \$725 per year to replace the traveler taxes received by state and local governments.

Visitor spending, visitor supported jobs, and business sales generated \$6.7 billion in governmental revenues.

<b>Tourism-Generated Taxes</b>						
<b>(US\$ Million)</b>						
	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
<b>Federal Taxes</b>	<b>2,741.0</b>	<b>2,802.2</b>	<b>2,949.2</b>	<b>3,085.2</b>	<b>3,200.8</b>	<b>3,314.8</b>
Corporate	499.3	483.4	536.0	553.9	567.7	578.0
Indirect Business	253.6	265.6	278.2	291.7	301.7	307.6
Personal Income	834.3	861.6	896.0	939.8	978.3	1,016.3
Social Security	1,153.8	1,191.6	1,239.1	1,299.7	1,353.0	1,412.9
<b>State Taxes</b>	<b>1,714.3</b>	<b>1,749.8</b>	<b>1,808.4</b>	<b>1,888.5</b>	<b>1,950.6</b>	<b>1,985.6</b>
Corporate	425.2	411.6	456.4	471.6	483.4	470.2
Personal Income	337.6	348.6	311.5	326.7	340.1	351.4
Sales	814.5	852.8	893.3	936.9	969.0	1,003.2
State Social Security	61.0	63.0	65.5	68.7	71.5	72.4
Excise and Fees	76.1	73.7	81.7	84.5	86.6	88.4
<b>Local Taxes</b>	<b>1,151.9</b>	<b>1,175.0</b>	<b>1,221.6</b>	<b>1,272.0</b>	<b>1,321.8</b>	<b>1,365.5</b>
Personal Income	33.8	34.9	36.3	38.0	39.6	40.6
Sales	148.1	155.1	162.4	170.3	176.2	182.4
Property	730.6	730.6	730.6	757.5	785.4	814.3
Admissions	23.8	25.3	27.1	28.7	29.1	30.1
Lodging	144.3	160.1	188.7	198.3	210.5	215.1
Other Taxes and Fees	71.3	69.1	76.6	79.1	81.1	82.9
<b>TOTAL</b>	<b>5,607.2</b>	<b>5,727.0</b>	<b>5,979.2</b>	<b>6,245.6</b>	<b>6,473.2</b>	<b>6,665.8</b>

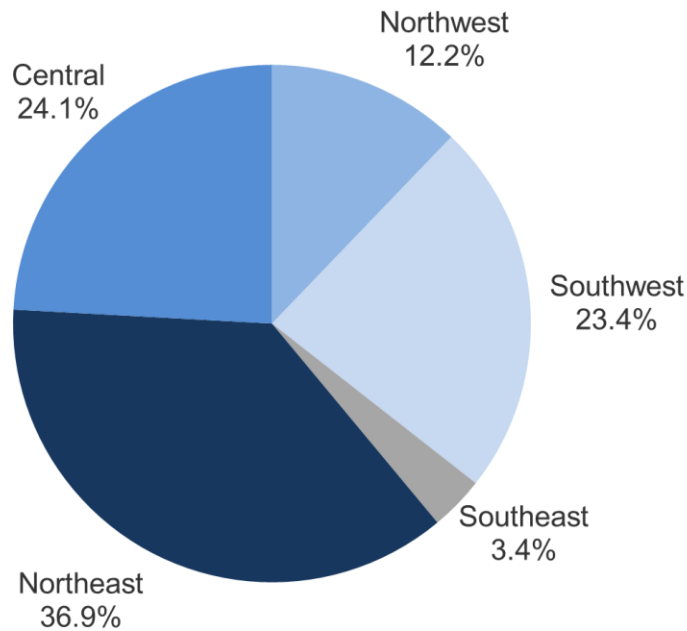
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# Regional Summary



# Tourism sales

## Tourism Sales by Region



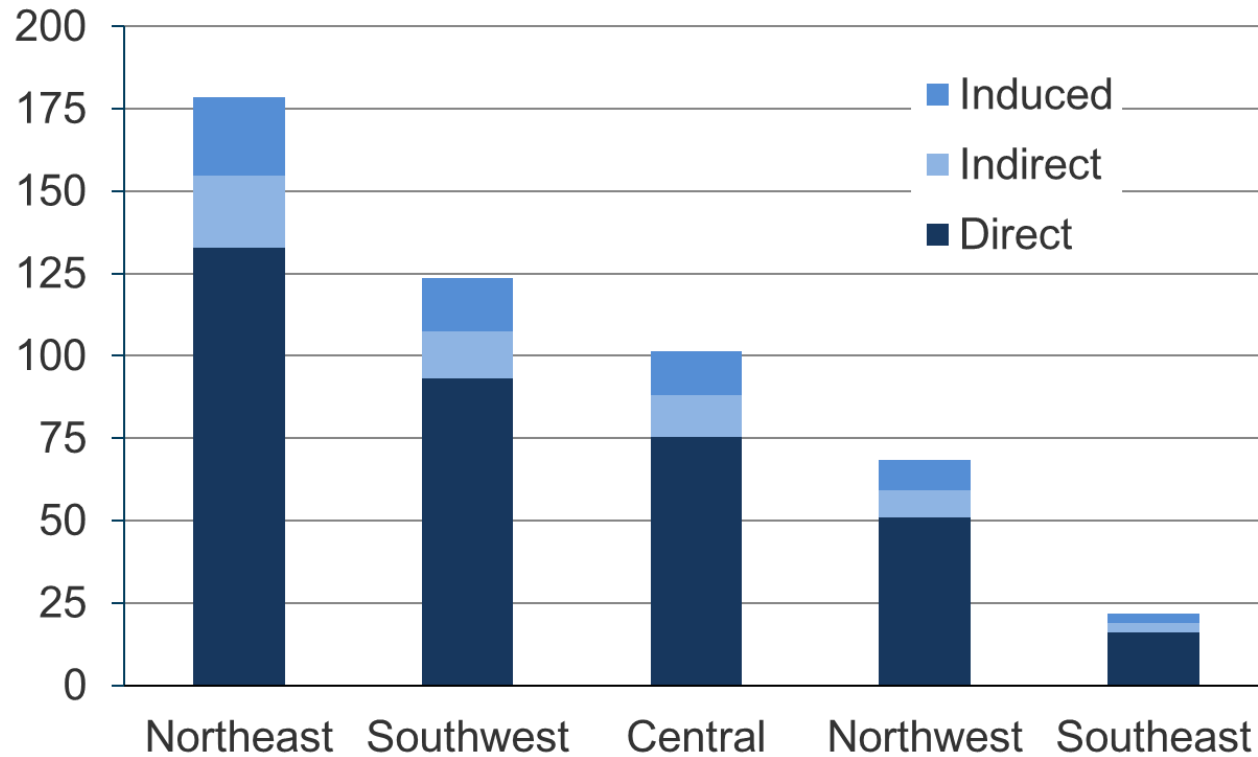
Cleveland (Northeast), Columbus (Central), and Cincinnati (Southwest), are key destinations and influence the distribution of the tourism economy across Ohio.

Relative to the size of their economies, tourism is still of significant importance to the Northwest and Southeast regions.

# Tourism employment

## Tourism Employment by Region

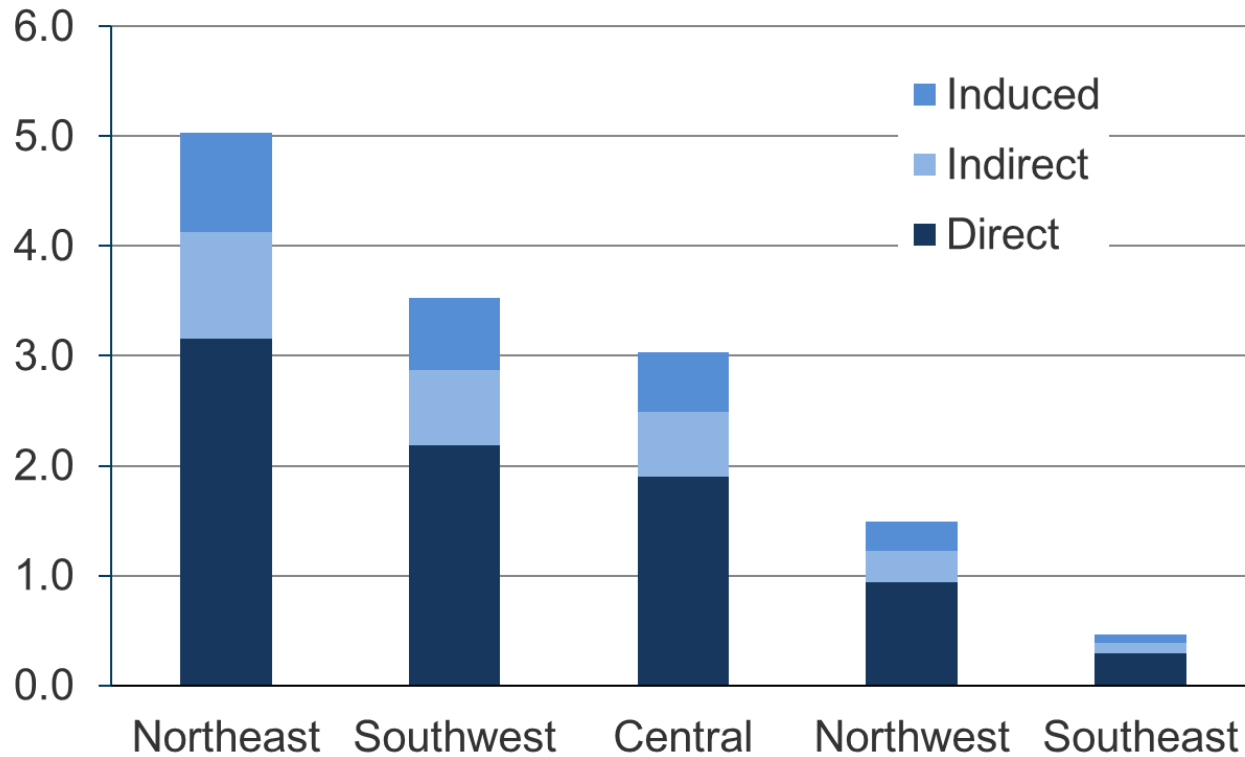
Thousands



# Tourism wages

## Tourism Wages by Region

\$ Billions



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## Northeast Ohio Detail

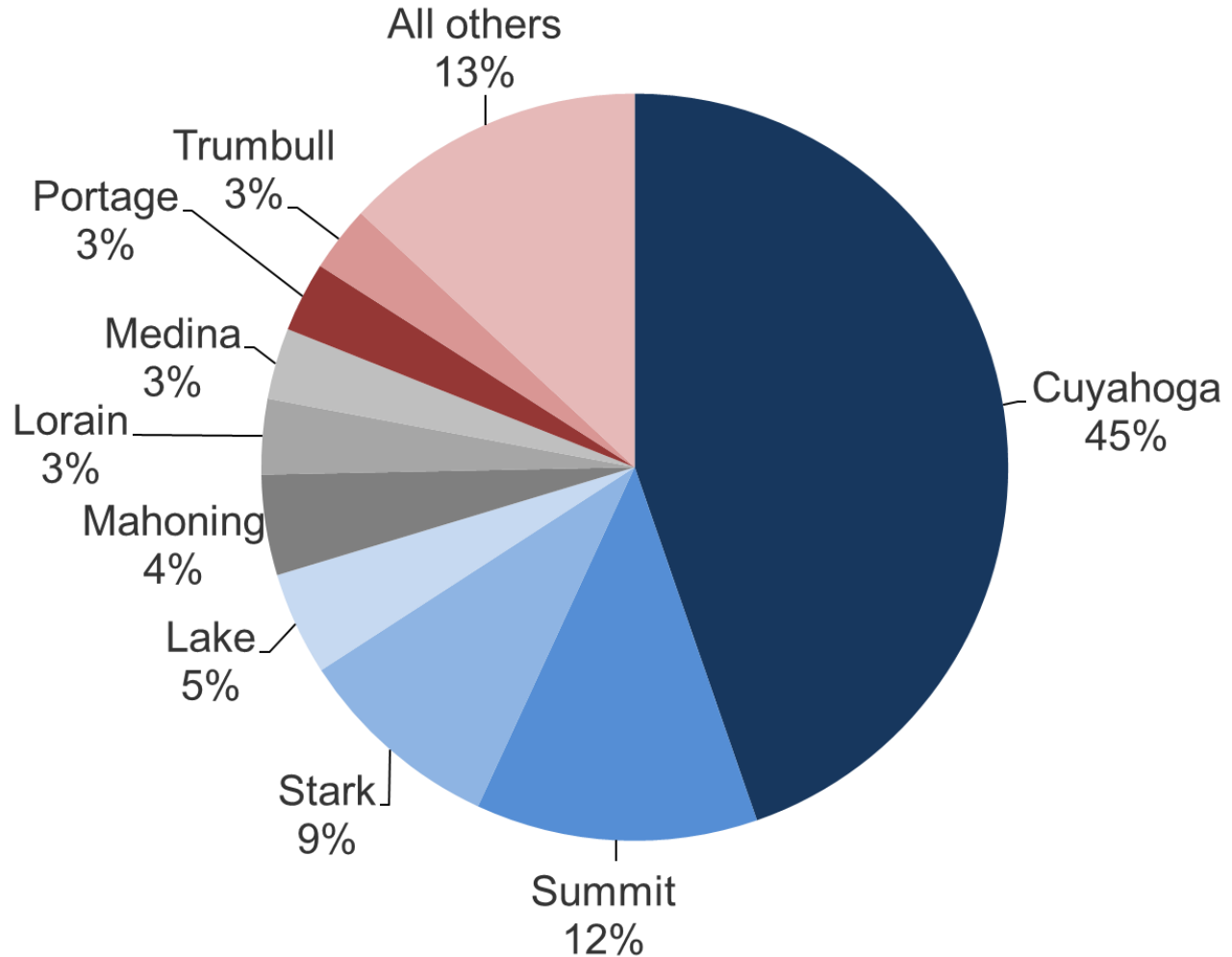
## Northeast Ohio tourism impact

<b>Total Tourism Impact</b>				
<b>County</b>	<b>Sales (\$mils)</b>	<b>Employment</b>	<b>Wages (\$mils)</b>	<b>Tax Revenues (\$mils)</b>
Ashland	181.8	1,687	37.3	21.7
Ashtabula	451.1	3,406	72.3	53.0
Carroll	88.1	757	16.9	10.4
Columbiana	202.5	2,354	42.8	23.9
Coshocton	56.5	738	14.1	6.8
Cuyahoga	8,788.8	68,344	2,608.3	1,135.9
Geauga	217.0	2,945	58.2	26.5
Harrison	15.7	201	2.3	1.5
Holmes	184.4	1,771	39.1	23.0
Jefferson	161.1	1,879	39.5	19.6
Lake	880.2	9,015	205.0	107.8
Lorain	640.9	9,011	193.0	81.5
Mahoning	855.5	9,531	199.4	105.5
Medina	606.5	6,793	153.7	74.6
Portage	596.1	5,244	114.8	71.3
Richland	338.5	4,736	95.7	42.8
Stark	1,763.2	14,311	317.5	208.3
Summit	2,399.0	22,503	545.3	296.4
Trumbull	558.4	6,600	135.5	68.8
Tuscarawas	410.5	3,560	71.3	48.6
Wayne	269.2	3,123	66.0	32.9
<b>Region total</b>	<b>19,664.9</b>	<b>178,510</b>	<b>5,028.1</b>	<b>2,460.7</b>

## Northeast Ohio tourism sales

Total tourism sales amounted to \$19.7 billion in 2017, up 3.2% from 2016.

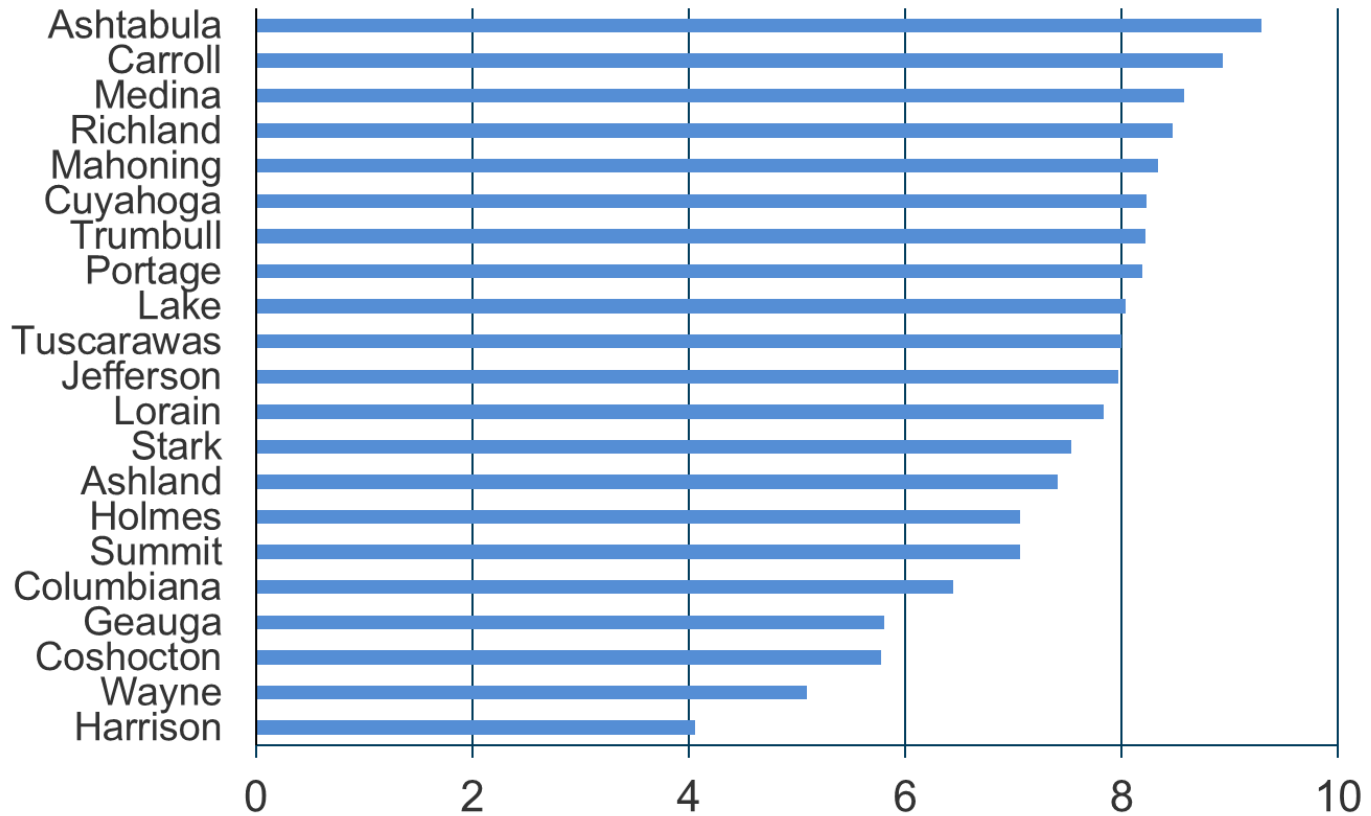
### Tourism Sales by County: Total \$19.7 billion



# Northeast Ohio tourism employment

## Tourism Share of Employment

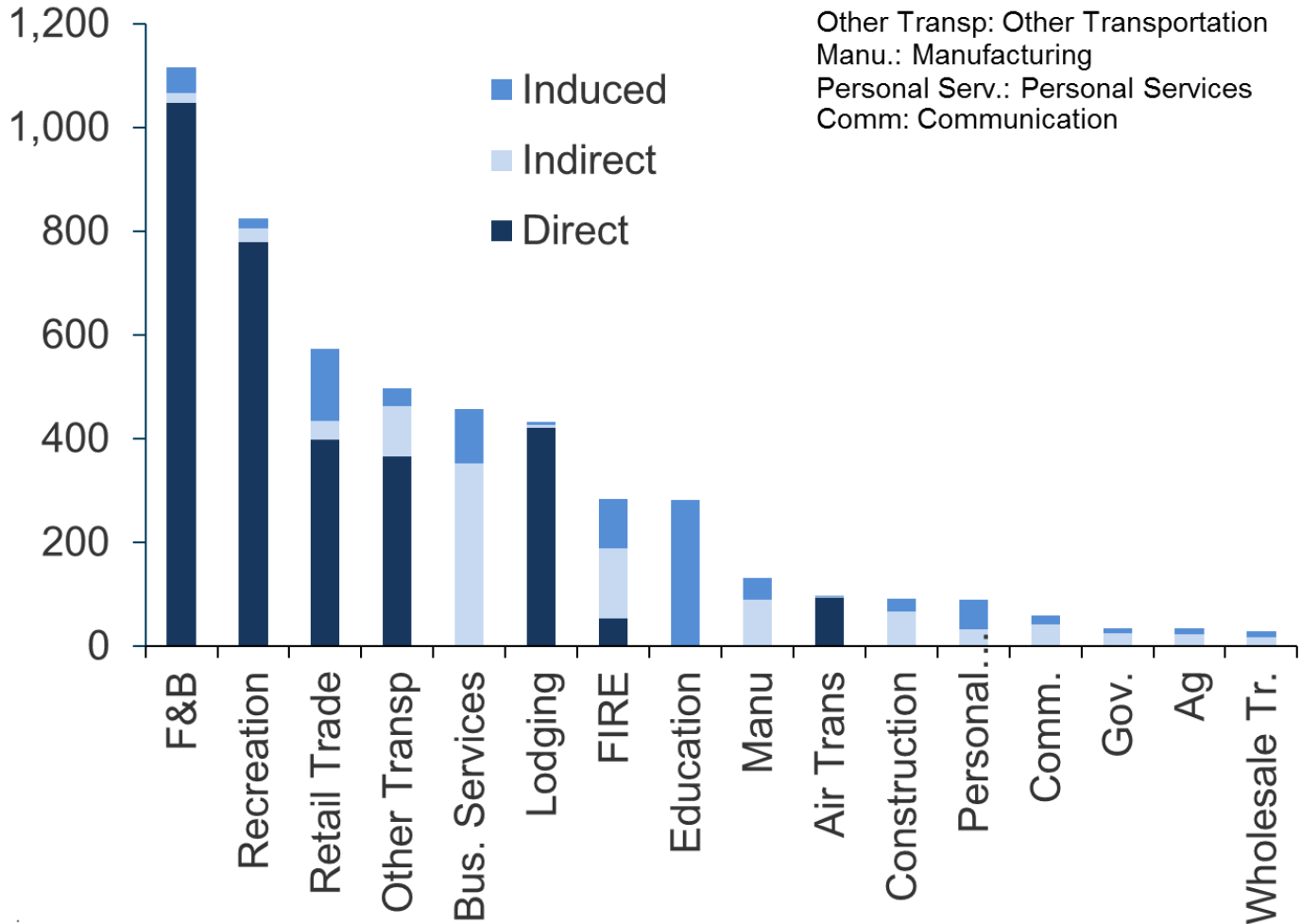
Share of total employment, %



# Northeast Ohio tourism wages

## Wages by Industry

\$ millions



F&B: Food and Beverage  
 FIRE: Finance, Insurance, Real Estate  
 Bus. Services: Business Services  
 Gas: Gasoline Stations  
 Other Transp: Other Transportation  
 Manu.: Manufacturing  
 Personal Serv.: Personal Services  
 Comm: Communication



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## Methodology notes

County level economic impact estimates are derived from the State of Ohio tourism economic impact report, also produced by Tourism Economics. Visitor spending estimates are based on several sources including:

- Visitor profile and spending estimates from Longwoods International, an international consumer research firm.
- STR data on hotel metrics including room demand, revenues, and occupancy rates.
- Statistics Canada data on spending in Ohio.
- Office of Travel & Tourism Industries estimates of overseas visits to Ohio.
- Sales tax data on lodging, retail, recreation sectors available from the Ohio Department of Taxation
- Local lodging tax data collected directly from the counties.

Economic data are compiled by industry at the county level, from the Bureau of Economic Analysis and Bureau of Labor Statistics. These provide industry detail on employment, value added, and wages by industry.

The economic impact analysis uses an IMPLAN ([www.implan.com](http://www.implan.com)) input-output model for the state of Ohio which tracks spending by visitors to industries and among industries and households. This estimates indirect (supply chain) impacts and induced (income effect) impacts as wages are spent in the state economy.

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# About Tourism Economics

Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of tourism dynamics with rigorous economics in order to answer the most important questions facing destinations, developers, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, tourism forecasting models, tourism policy analysis, and economic impact studies.

With over four decades of experience of our principal consultants, it is our passion to work as partners with our clients to achieve a destination's full potential.

Oxford Economics is one of the world's leading providers of economic analysis, forecasts and consulting advice. Founded in 1981 as a joint venture with Oxford University's business college, Oxford Economics enjoys a reputation for high quality, quantitative analysis and evidence-based advice. For this, it draws on its own staff of more than 200 professional economists; a dedicated data analysis team; global modeling tools, and a range of partner institutions in Europe, the US and in the United Nations Project Link. Oxford Economics has offices in London, Oxford, Dubai, Philadelphia, and Belfast.

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