



National Travel and Tourism Week, May 9-17, 2009

Travel is Warren County's largest industry and annually, during **National Travel and Tourism Week**, we celebrate our valued industry and the service we bring to the local economy. **This year TRAVEL MATTERS more than ever.** Today's economic recession, tightened family budgets, coupled with recent decline in meetings and event travel, all of which have created a paralyzing environment. The resulting decline in travel is hurting our industry and the community it serves.

WARREN COUNTY OHIO TOURISM FACTS

- Tourism is the **leading industry** in Warren County.
- The **6.6 million** yearly visitors to Warren County result in an economic impact of **\$917 million** up 5.1% from 2006
- **Approximately 65%** of all visitations occur during the summer season (June through September)
- Top three beneficiaries of tourism revenue in 2007 were:
 - Retail Trade which received \$218,377,814
 - Recreation and Lodging which receives \$150,890,864
 - Food & Beverage which received \$145,429,706
- Tourism supports **1 in every 8 private sector jobs** in Warren County
- Total **tourism employment is 11,029** in 2007
- Tourism in Warren County generated **personal income of \$258 million** in 2007

Source: *Longwoods International, 2007*

TRAVEL AND TOURISM'S IMPACT: A SNAPSHOT *National Travel Statistics*

Travel fuels the economy

- Travel strengthens our economy by contributing \$740 billion in expenditures by domestic and international travelers
- Direct travel expenditures produce \$115 billion in tax revenue for local, state and federal governments
- Each U.S. household would pay \$988 more in taxes without the tax revenue generated by the travel and tourism industry

Travel means jobs and economic recovery and growth

- Travel and tourism generates 7.7 million jobs and generates \$189 billion in payroll
- One of every eight U.S. jobs is created directly or indirectly by travel and tourism
- Travel produces a \$17.6 billion balance of travel trade surplus to help offset America's worsening deficit
- Travel is among the top 10 industries in 49 states (including Washington, D.C.)

Travel enhances productivity

- A recent survey found that 82% of top executives believe that travel is important to achieving their business objectives
- 31% of business executives believe that cuts to travel budgets will have a negative impact on their bottom line
- 75% executives believe that vacations improve their personal job performance

Source: *U.S. Travel Association*