

## **Motorcoach Based Tourism Produces Significant Benefits for Cleveland's Economy**

Greater Cleveland is home to some of the nation's premier tourism destinations including the Rock and Roll Hall of Fame, The Great Lakes Science Center, the Cleveland Museums of Art and Natural History, and the Cleveland Orchestra. With all of this to offer, the area hosts over 9 million visitors per year, many of whom arrive by bus. A recent analysis shows that over 233,000 tourists visit Cleveland each year by motorcoach, generating nearly \$22 million in economic activity.

### **Economic Impact from Motorcoach Tourism in Greater Cleveland**

Industry	Employment	Value Added	Compensation
Totals	655.6	\$ 21,732,210	\$ 13,965,846
Eating & Drinking	203.9	\$ 4,144,799	\$ 2,860,159
Automotive Dealers & Service Stations	64.3	\$ 3,709,270	\$ 2,135,702
Amusement and Recreation Services- N.E.C.	138.1	\$ 2,801,825	\$ 1,712,144
Manufacturing Industries- N.E.C.	39.2	\$ 2,066,144	\$ 1,285,238
Building Materials & Gardening	34.8	\$ 1,562,922	\$ 957,836
Miscellaneous Retail	34.1	\$ 1,176,314	\$ 700,963
Wholesale Trade	11.6	\$ 1,021,165	\$ 594,467
Hotels and Lodging Places	22.1	\$ 888,587	\$ 540,996
General Merchandise Stores	24.4	\$ 772,153	\$ 450,087
Commercial Sports Except Racing	3.7	\$ 496,058	\$ 432,120
Motor Freight Transport and Warehousing	6.5	\$ 359,203	\$ 269,103
Food Stores	10.0	\$ 333,672	\$ 212,375
Apparel & Accessory Stores	6.7	\$ 275,296	\$ 148,641
Local- Interurban Passenger Transit	9.0	\$ 234,060	\$ 192,032
Miscellaneous Personal Services	6.2	\$ 153,070	\$ 93,974
Furniture & Home Furnishings Stores	3.1	\$ 134,941	\$ 80,703
All Other Industries	37.9	\$ 1,602,731	\$ 1,299,306

### **Motorcoach Tours and Tourists Contribute to the Economy of Greater Cleveland**

- ❖ About \$25.7 million was spent on or by guests coming to Cleveland by motorcoach in 2005. Of this, 41 percent was spent on retail purchases, 29 percent on food and beverages, 18 percent on admissions fees to attractions and five percent on lodging. In addition to this spending on the tourism sector, motorcoach operators spend as much as \$4.3 million in Cleveland on operational expenses like fuel, parking or repairs.
- ❖ This spending supported as many as 656 jobs in the local economy. The total economic impact of motorcoach tourism was over \$21.7 million.

### **Motorcoach Tours Generate Tax Revenues for Cleveland and the Surrounding Communities**

- ❖ It is estimated that \$2.77 million in state and local tax revenues were generated from motorcoach based tourism in the Greater Cleveland area. Of this \$1.04 million came from sales and use taxes, nearly \$888,000 from property taxes and \$458,000 from income taxes.
- ❖ In addition, about \$3.4 million in federal taxes were generated by motorcoach visitors to Cleveland.

### **Motorcoach Based Tourists Comprise a Sizable Share of Overall Visitors to Cleveland**

- ❖ About 100 companies sent as many as 4,625 motorcoaches to the Greater Cleveland area in 2005, carrying approximately 34,275 overnight guests and 198,800 day-trippers.
- ❖ In sum, some 233,000 visitors came to Cleveland by motorcoach, or about 2.6 percent of all visitors to the area.