

General Overview

- More than 10 million trips are made to Lake Erie Shores & Islands each year, making it one of the most popular tourist destinations in the Midwest.
- According to The Economic Impact of Tourism study conducted for TourismOhio, visitors spent more than \$1.9 billion in Lake Erie Shores & Islands in 2015.
 - \$1.6 billion in Erie County
 - \$371 million in Ottawa County
- According to Lake Erie Shores & Island’s 2015 Visitor Survey, the top six reasons for visiting the region were

1. Lake Erie Islands	4. Historic Sites
2. Beaches	5. Cedar Point Amusement Park
3. Lighthouses	6. Nature Areas
- According to the same survey, 80% visit between June and September; however, due to the emergence and popularity of indoor waterpark resorts, year-round visitation is growing. 58% were return visits and 42% were new visitors to the region.
- Lake Erie Shores & Islands has catapulted to national prominence as a vacation destination. Its market boundaries continue to stretch farther than 500 miles, meaning additional extended stays. In 2015, requests for the Lake Erie Shores & Islands travel planner came from these top market areas:

1. Cleveland/Akron, OH	4. Cincinnati, OH
2. Columbus, OH	5. Detroit/Ann Arbor/Flint, MI
3. Pittsburgh, PA	6. Chicago, IL
- Each year more than 3.5 million people visit Cedar Point Amusement Park which is known as The Roller Coaster Capital of the World!® Cedar Point is home to 18 coasters, many of which have been named best in their class.
- In 2015, nearly a million people sought assistance from Lake Erie Shores & Islands via the phone, web, or an office visit.
- Lake Erie Shores & Islands is within one day’s drive of over 60 million people.

Lake Erie Shores & Islands Visitor Profile

(2012 Visitor Conversion Study conducted by North Star Research)

- Over 2/3 of visitors stay overnight
- 36% stay two nights
- 51% stay in a hotel or motel
- The average stay is 3.98 days or 2.98 nights
- Most visitors travel in a party of two
- Visitors ranked their overall experience an 8.87 out of 10
- 89% of visitors say they are very likely to return

Local Statistics

Population (2010 Census)

Erie County Total.....	77,079
Sandusky.....	25,793
Kelleys Island.....	312
Ottawa County Total.....	41,428
Port Clinton.....	6,056
Put-in-Bay.....	138

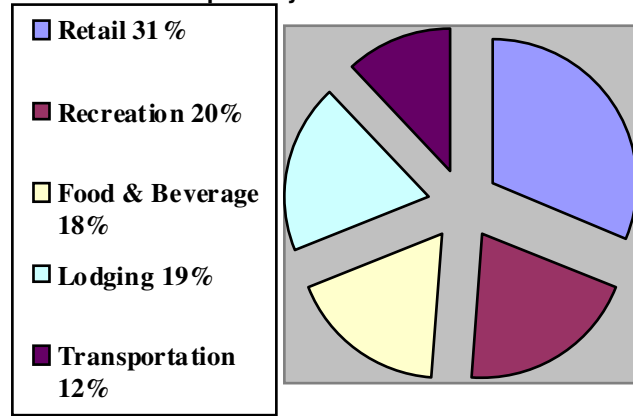
Geography

Area.....	1,121.05 square miles
Shoreline.....	151.7 miles
Wetlands.....	19,147.90 acres

Climate

Mean Temperature.....	50.4° F
Annual Rainfall.....	34.05 ins

Data Compiled by Tourism Economics 2015



Tourism Economic Impact

- ✓ Lake Erie Shores & Islands visitors generated more than \$1.9 billion in business activity in 2015.
- ✓ 33% of the total tourism sales in Northwest Ohio (\$6 billion in 22 counties) are generated in the Lake Erie Shores & Islands region (Erie and Ottawa counties).
- ✓ Tourism supports one in every four private sector jobs in Erie County and one in every six in Ottawa County.
- ✓ Tourism generated \$233.4 million in federal, state, and local taxes in 2015.
- ✓ Tourism is a diverse composite of economic activities, including transportation, recreation, retail, lodging, and food & beverage sectors. (see chart above)

Funding Lake Erie Shores & Islands

The Sandusky/Erie County Visitors Bureau is funded by a 2% county-wide lodging tax. In fiscal year 2015 (October 1, 2014 through September 30, 2015) \$2,534,238.00 was collected for the bureau’s operating budget. The Ottawa County Visitors Bureau is funded by a 3% county-wide lodging tax. In fiscal year 2015 (January 1, 2015 through December 31, 2015) \$891,291.78 was collected.

Overnight Accommodations & Transient Boat Dockage

Lake Erie Shores & Islands offers a variety of lodging options to fit every budget; bed and breakfasts, campgrounds, condos, cottages, hotels, motels, and resorts.

Hotel/Motel rooms.....	7,610
Bed and Breakfast rooms.....	226
Marinas.....	83 public marinas
Campground sites.....	3,098
Vacation Rentals (cottages/condos).....	1,701 units

Year-Round Destination

Spring is a time of anticipation, with lengthening daylight, rising temperatures, and returning songbirds. Pack up your binoculars, field guide, and camera, and come experience one of the most spectacular spring songbird migrations in the country.

Summer at the shore is like a reunion potluck where abundance and variety satisfy every taste. From roller coasters to waterparks, beaches to islands, and museums to amusements, the assortment promises to please even the most finicky appetite.

Autumn foliage warms the landscape from the rugged coastline to the rolling countryside. Farm markets and wineries celebrate bountiful harvests while haunted attractions and eerie entertainment scare up thrills of another kind.

Winter’s chill blankets the region and brings a whole new perspective to this popular destination. Indoor waterparks offer aquatic fun in tropical temperatures, while snow and ice provide outdoor enthusiasts with a bevy of reasons to suit up and celebrate the peaceful season.

What’s your favorite season? Come enjoy your favorite parts of each at Ohio’s Lake Erie Shores & Islands. What’s not to love? #LakeErieLove