



News Release

Visit Greater Springfield
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Clark County Tourism Impact Grows to \$460 Million in 2021 *Tourism Economics Study indicates a \$20 Million Increase since 2019*

SPRINGFIELD, OHIO August 29, 2022 –The Greater Springfield Convention & Visitors Bureau – part of the Greater Springfield Partnership - has released an economic impact study conducted by Tourism Economics in partnership with TourismOhio which indicates that visitors to Clark County generated \$460.3 million in local economic impact for the calendar year of 2021.

Following a sharp decline in travel due to the pandemic, local economic impact fell from \$440 million in 2019, to just \$373 million in 2020. The 2021 figure represents a \$20 million increase when compared to 2019. The economic impact of tourism in Clark County has increased by more than \$65 million and 16% since 2015.

Tourism is an integral and driving component of the Clark County economy providing nearly 4500 local jobs and sustaining 7.5% of private employment according to the study. Tourism in Clark County generated \$30M in state and local taxes in 2021.

“The Tourism Economics study confirms our confidence in our destination marketing strategy and is a testament to the fantastic work being done by our local attractions, event managers and lodging partners in the COVID, and post-COVID landscape,” said Chris Schutte, Vice President of Destination Marketing for the Greater Springfield Partnership. “Our sustained growth over the past seven years validates our investment in a comprehensive brand strategy for our community that continues to attract business and leisure travelers.”

Visit Greater Springfield is responsible for marketing the area to leisure travelers, business travelers, groups, and conventions. The Bureau has received more than 100 national and statewide marketing awards in since 2009.

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