



**FOR IMMEDIATE RELEASE**.....

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## **WARREN COUNTY TOURISM SURPASSES \$1 BILLION IN ECONOMIC IMPACT**

WARREN COUNTY, OH – July 8, 2014 – Warren County’s tourism economy has surpassed \$1 billion in total annual sales for the first time in history according to a new study by Tourism Economics and the Ohio Tourism Division.

Figures show a growth rate of 4.6 percent in state-wide tourism spending in the last year, but Warren County out-paced the state average with a one-year growth of 5.2 percent. No other county in Southwest Ohio is more dependent on tourism for jobs than Warren County, the study reports.

“Tourism supports one in every eight jobs in Warren County or 12.7 percent of the total,” said Phil Smith, President & CEO of the Warren County Convention & Visitors Bureau (WCCVB). “We are thrilled to have surpassed the one billion dollar mark. This confirms the importance of the County’s diverse array of leisure tourism attractions and our brand promise as ‘Ohio’s Largest Playground’.” Tourism, in fact, remains the number one industry in Warren County.

**In 2013, 8.3 million visitors to Warren County generated more than \$1.063 billion in economic impact,** the study revealed. The top three areas of visitor spending were retail (\$245.5 million), recreation & entertainment (\$184.3 million) and food & beverage (\$161.3 million).

In addition, the **11,866 tourism-related jobs in Warren County generated \$252.1 million in wages and \$136.5 million in federal, state and local taxes.**

The WCCVB’s mission is to generate economic impact for the county by attracting overnight visitors to the area. Overnight travelers typically spend three times more than day visitors. The county has enjoyed strong growth in both the leisure travel segment and sports travel.

### **About the Warren County Convention & Visitors Bureau:**

**Warren County is Ohio’s Largest Playground!** With easy access from Interstates 71 and 75, visitors to Warren County can enjoy more activities within a 30-mile radius than anywhere else in Ohio.

The Warren County Convention & Visitors Bureau is a professional destination marketing organization committed to economic growth by increasing overnight and year-round visitors.

Tourism is the leading industry in Warren County. The 8.3 million yearly visitors drive an economic impact of \$1.063 billion and 11,866 tourism-related jobs.

For additional information, visit [www.ohioslargestplayground.com](http://www.ohioslargestplayground.com) or call 800-433-1072.



Warren County is Ohio’s Largest Playground!®

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