

SAVOR ^{THE} SCENIC IN SUMMIT



ROTARY CLUB OF AKRON

JANUARY 14, 2025



SAVOR ^{THE} SCENIC IN SUMMIT



GREATER AKRON/SUMMIT COUNTY
HOSPITALITY AND TOURISM





Gregg Mervis

President & CEO

Organizational Overview & Missions



JOHN S. KNIGHT CENTER



Mission & Vision

MISSION STATEMENT

To lead the evolution of the Summit County hospitality economy through service excellence and innovation.

VISION

The Akron/Summit Convention & Visitors Bureau aspires to be the champion of hospitality and the first stop for visitors.

HOSPITALITY ECOSYSTEM

As our community's destination member organization, the ASCVB proudly advocates the positive impact the hospitality industry has on the local economy and our quality of life.



The Hospitality Economy

ASCVB
AKRON / SUMMIT
Convention & Visitors Bureau

State Economic Impact

In 2023:



\$56 billion
tourism
industry



238 million
visitors



48 million
overnight
visitors

Average Ohio visitor spends:



Overnight Trip:
\$400/person



Day Trip:
\$124/person

Summit County Economic Impact

In 2023:



Direct
Spending:
\$1.7 billion



Tax
Revenue:
\$350.3 million

- \$172.6 million/Federal
- \$98.2 million/State
- \$79.4 million/Local



\$393.4 million
in direct
tourism labor
income



Job Impacts:
21,149 jobs,
5.8% of all jobs
in the county

- 14,929 direct jobs
- Additional 6,220 indirect induced jobs

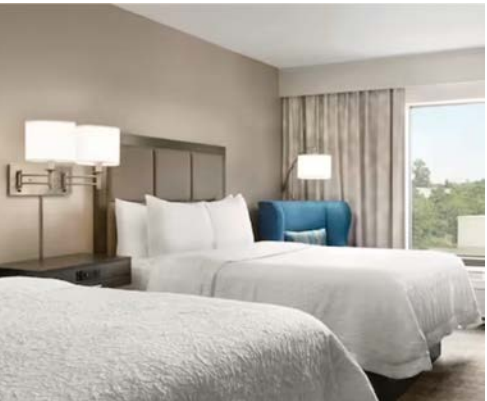


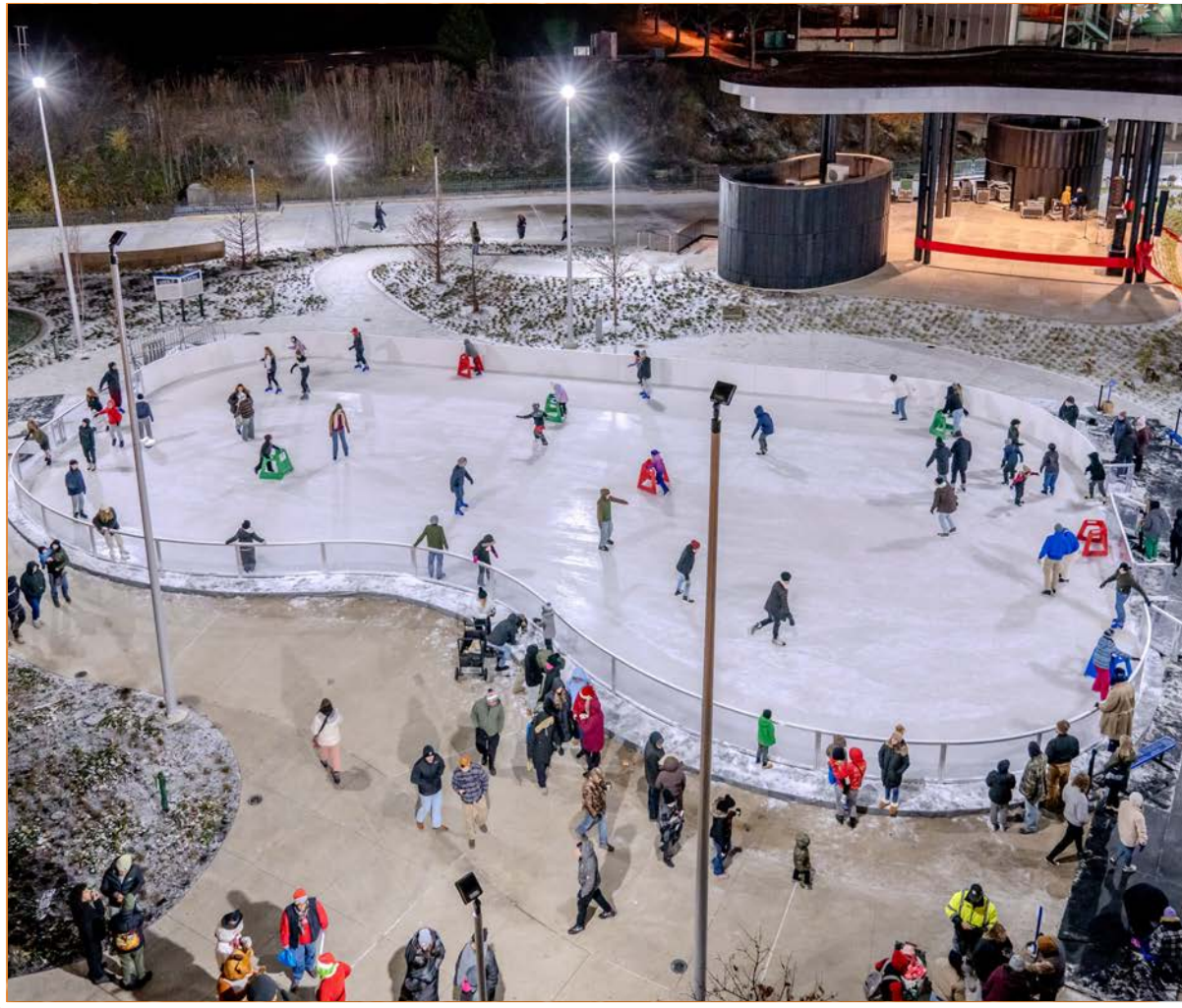
Tourism
supported
1 in every
17 jobs

Hospitality Expenditures

**Out-of-Market Visitors
= New Dollars**

- Overnight Accommodations
- Dining
- Retail
- Entertainment and Recreation
- Transportation



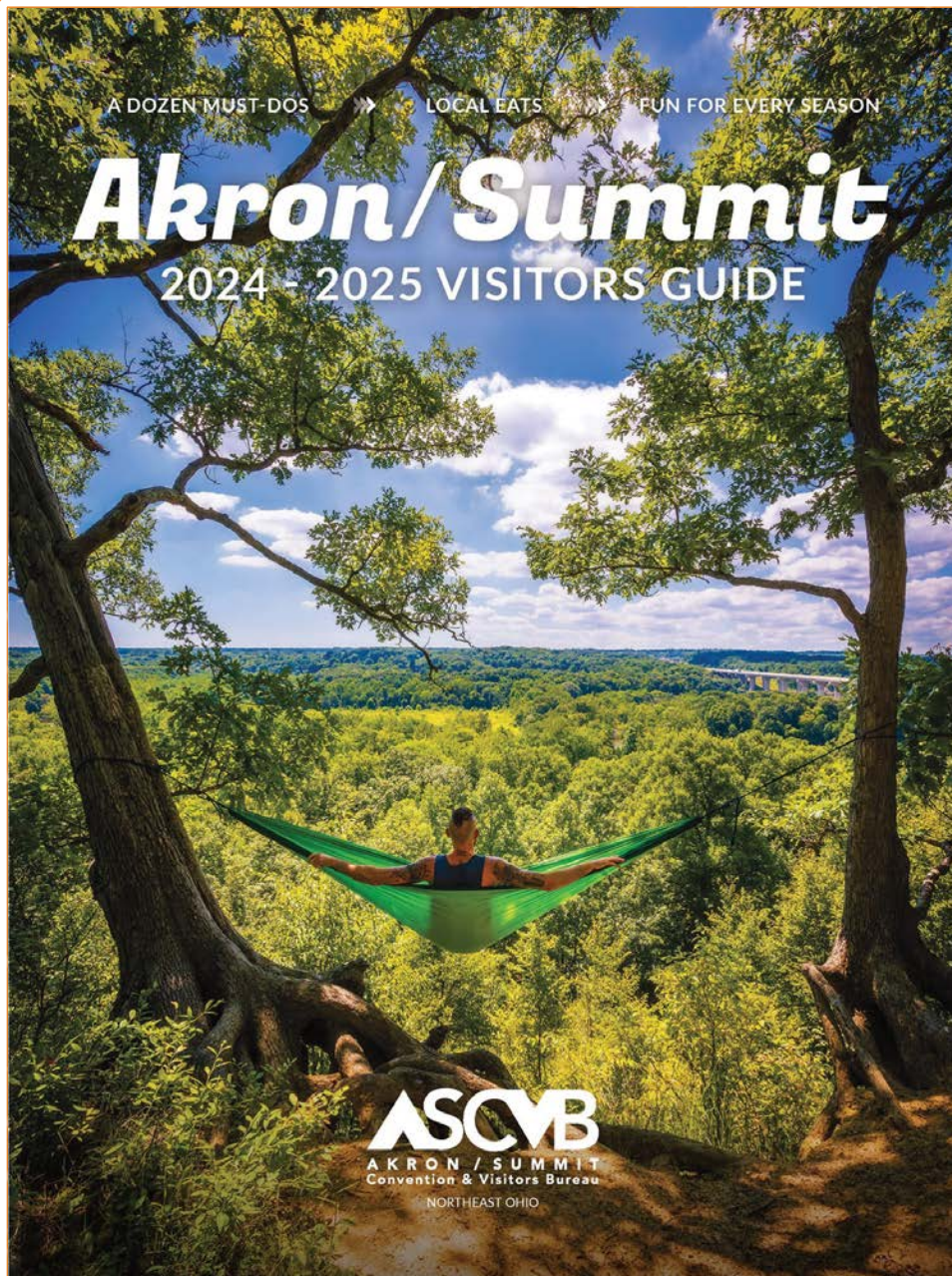


Stakeholders

Stakeholders

- Visitors – leisure and business travel
- Meeting, event, tour and sports planners
- Hotels and hospitality partners
- Local residents, organizations and businesses
- Board of directors and elected/public officials





How We Do It



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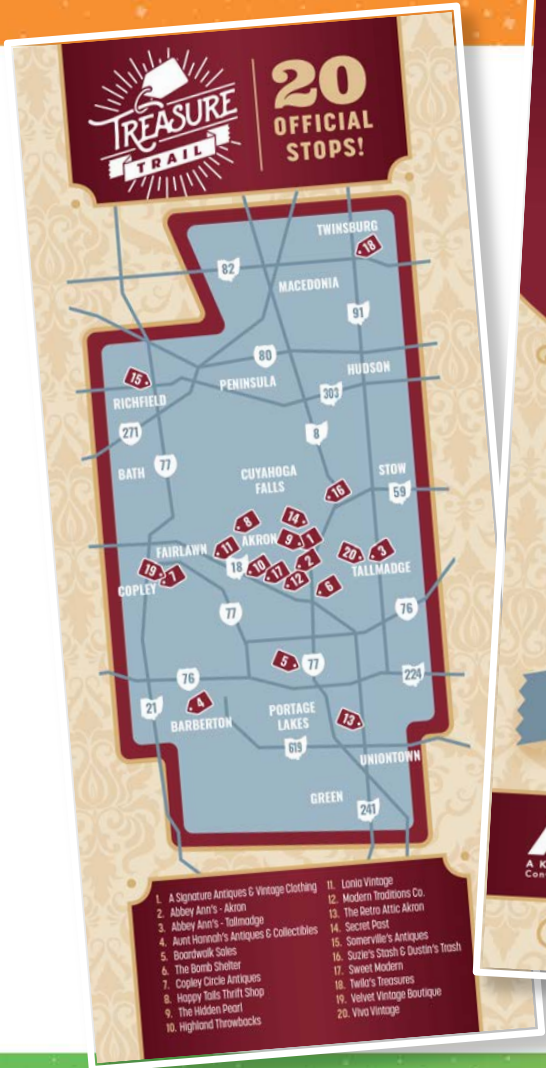
The Drip Drive



- 23+ coffee shops
- Make a purchase to receive a stamp at each location
- 2024 was 5th anniversary
- Chance to win big!
- 2025 launch date: 3/1/25



The Treasure Trail



- 20 thrift, antique, vintage and retro shops
- Make a purchase to receive a stamp at each location
- Free tote bag (minimum of 16 locations)
- Chance to win big!
- (Lots of fun!)



Video Projects

Videos

- Social media videos
- *Savor the Scenic* campaign videos
- Kaulig Companies Championship commercial
- **Why?**
 - Showcase what Summit County has to offer
 - Easy to share and repurpose





National Travel & Tourism Week



- Celebrates the U.S. travel community and travel's essential role in stimulating economic growth, cultivating vibrant communities, creating quality job opportunities, inspiring new businesses and elevating the quality of life for Americans every day.
- Zenith Awards – honors and recognizes hospitality, travel and tourism partners in Summit County.

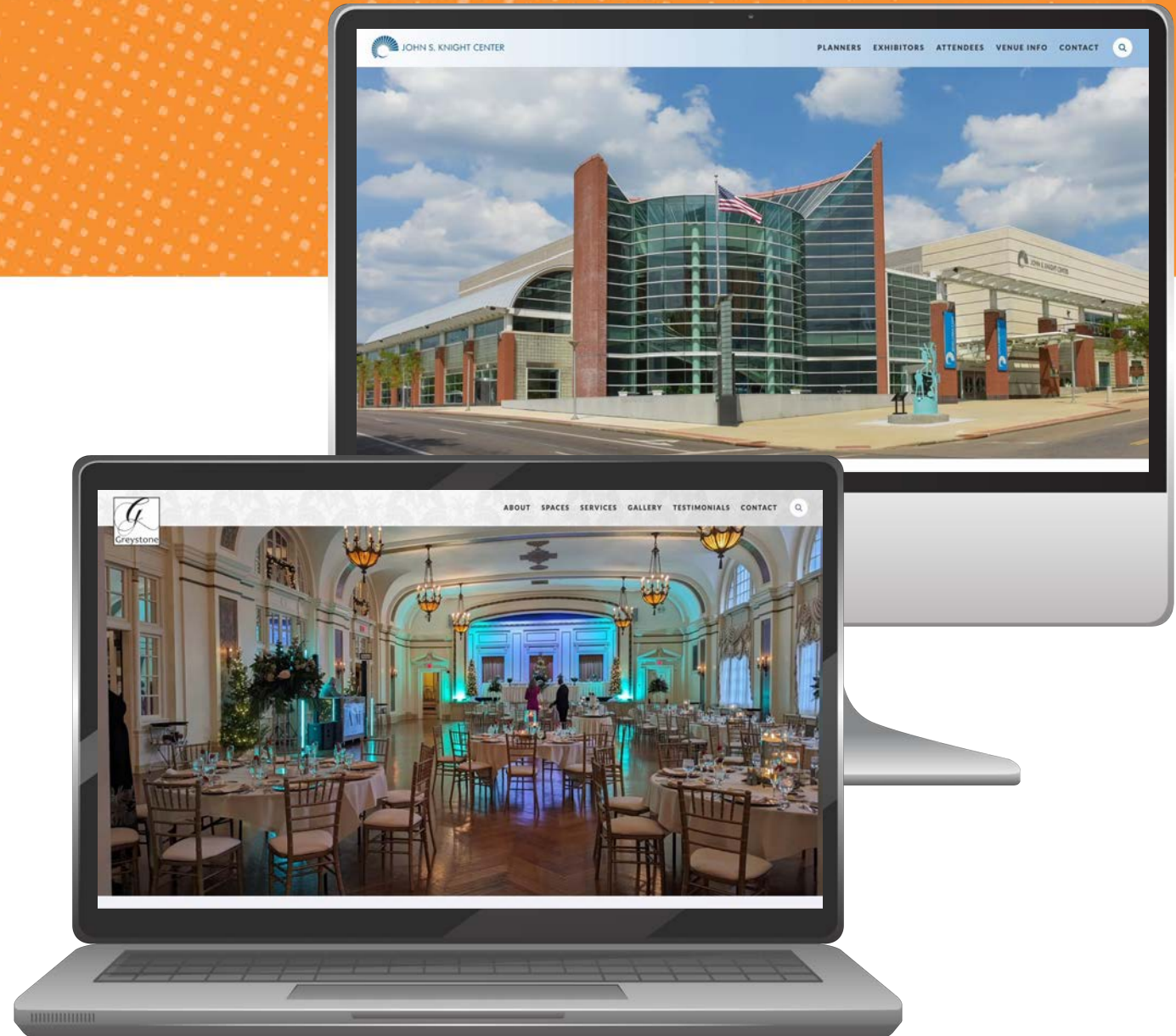
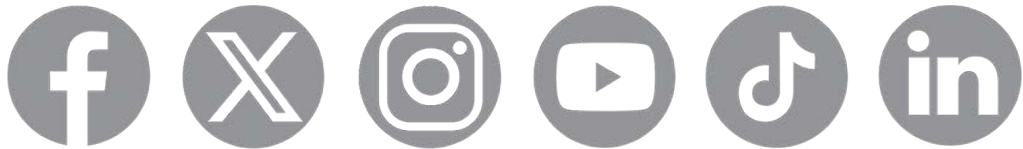


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visitakron-summit.org

johnsknightcenter.org

greystonehall.org





Partnership Goals

ASCVB
AKRON / SUMMIT
Convention & Visitors Bureau

Destination Development

- Identify and create new products and services to position Greater Akron/Summit County as an ideal destination to host meetings and events
- Enhance overall experience
- Advocate for Greater Akron/Summit County partners
- Foster economic impact in Summit County



Questions?



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Thank You...



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