

# CLERMONT COUNTY CONVENTION AND VISITORS BUREAU

## 2023 ANNUAL REPORT

### SPORTS SALES & EVENTS

#### 2023 USRowing National Championships

July 13-16, 2023  
Harsha Lake at East Fork State Park

**74** Rowing Clubs across the USA

**2,971** Athletes and Visitors

**3,988** Hotel / STR Nights

Over **\$2.5 million**  
projected in economic impact!



#### North American Chinese Basketball Tournament

May 26-28, 2023, Elite Athletics

**55** Basketball Teams  
from USA and Canada

Over **950** athletes and visitors!

#### Awards Banquet at Moonlite Pavilion at Coney Island

**1,100** Hotel / STR Nights

Over **\$500,000**  
in visitor spending!



### HOTEL MARKET ANALYSIS

ADR	Occupancy	RevPAR	Lodging Tax	Total Room Revenue
\$106.66	54.2%	\$57.82	\$1.82 million Overall (\$777,117 CVB Lodging Tax)	<b>\$28.6 Million</b>
↑ Up 9%	↓ Down 3.7%	↑ Up 5%	↑ Up 4%	↑ Up 8.5%

\*Source: Smith Travel Research

### SHORT TERM RENTALS (AirBnB, VRBO)

ADR	Occupancy	RevPAR	Lodging Tax	Total Room Revenue
\$167	33%	\$55	\$0 Overall (\$0 CVB Lodging Tax)	<b>\$3.47 Million</b>

\*Source: Key Data

### TOURISM ECONOMIC IMPACT

Visitor Spending \$358 Million	Percentage of All Jobs 7%
Jobs in Clermont 5,772	State & Local Taxes \$42 Million

\*Source: Tourism Economics 2022 Study

**DID YOU KNOW?**  
Each household in Clermont County would need to be taxed an additional \$525 to replace the visitor-generated taxes received by state and local governments in 2022.

## AWARDS AND ACHIEVEMENTS

The Clermont County CVB was honored to receive three Citations of Excellence:

- Visitor Guide
- Print Advertisement
- Travel Blog

Jeff Blom nominated President of the Ohio Association of Convention and Visitors Bureaus (OACVB).

Jeff Blom elected as an At Large Board Member for Ohio Travel Association.

Sarah Gleason graduated from the 2023 Cincy Next Leadership class.



## MARKETING

- **NEW** Visitor Guide
- **NEW** discoverclermont.com website with **NEW** Calendar of Events section
- **NEW** emails targeting Sports Planners, Meeting Planners and Group Tour Planners
- **NEW** Hike, Bike and Paddle promotional video
- **NEW** Holiday Shopping and Events promotional video
- **NEW** Discover Clermont TikTok



## MORE IN 2024!

### NCAA Women's Rowing National Championships

May 30-June 2, 2024

Harsha Lake at East Fork State Park

Partnership amongst Discover Clermont, Visit Cincy and Marietta College (host school).

**36** Rowing Teams from Division I, II and III

Over **700** NCAA Athletes & **2,500** Spectators!



### Sports Facilities Study

- Contracted Crossroads Consulting
- Assess current sports facilities in Clermont County
- Recommend strategic plan for existing and new sports facilities

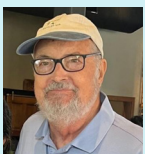
### East Fork Cabin Study – Phase 4

- Contracted CHM Government Services
- Large 6- bedroom cabins proved feasible for park. (Phase 3 result)
- Obtain USACE and ODNR approval, select final site and execute RFP process for development (private, public or a partnership of both)

## IN REMEMBRANCE



Dick Mallon, Past CVB President. Helped to found the Clermont County CVB in 1980 and co-founded the Cincinnati Regatta and Clermont Classic Triathlon.



Bill Engeman, Attorney and "Legend" in Cincinnati rowing community and co-founder of the Cincinnati Regatta.



June Creager, Past CVB President. Developed tourism in Clermont County, and served on many boards including Ohio Association of Convention and Visitor Bureaus.

### DISCOVER CLERMONT STAFF

Jeff Blom, *President*

Sarah Gleason, *Marketing Manager*

Katie Messmer, *Marketing & Sales Coordinator*

Madison Hornsby, *Digital Marketing Intern*

### BOARD OF DIRECTORS

Payal Patel, *Chair*

Greg Holman

Jim Collins, *Vice Chair*

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Lance Sizemore

Chad Kelley, *Secretary*

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