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

THE VISION STATEMENT
To be the champion of hospitality and the first stop for visitors.

THE BUSINESS UNITS
Akron/Summit Convention & Visitors Bureau
John S. Knight Center
Greystone Hall
Sports Alliance of Greater Akron
THE HOSPITALITY ECONOMY

Direct visitor expenditures on accommodations, dining, retail, entertainment and transportation drive Greater Akron’s Hospitality Economy. Through the efforts of Summit County’s hospitality industry partners, “new” visitor dollars play a significant role in generating local/state/federal tax revenue, supporting employee compensation and expanding existing or new area businesses.

SUMMIT COUNTY HOSPITALITY INDUSTRY
ANNUAL SALES & TAX REVENUE*

$1.19 Billion
Direct Visitor Expenditures:
Accommodations
Dining
Retail
Entertainment
Transportation

$137 Million
Federal/U.S.
Tax Revenue

$73.5 Million
State of Ohio
Tax Revenue

$53.8 Million
County of Summit
Tax Revenue

$315.2 Million
Direct Employee
Compensation

Hospitality Industry Tax Revenue
Saved Each Summit County Household
$567

6.0%
of Private Employment
In Summit County
Sustained by the Hospitality Industry

* Source: Tourism Economics, August 2021

www.hospitalityeconomy.com
THE HOSPITALITY PARTNERS
Summit County’s dedicated hospitality industry workforce is the foundation upon which our vibrant destination rests. Their work fuels Greater Akron’s attractiveness and viability as a location for business and leisure travel pursuits, while extending our special brand of hospitality to each and every visitor. From hotels to dining and from attractions to retail, visitors were made to feel welcome and appreciated by these exceptional women and men.

Summit County Workforce*

- 13,264 Direct Jobs
- 2,402 Indirect Jobs
- Tourism Sustained 6.0% of Private Employment

* Source: Tourism Economics, August 2021

THE COLLABORATIONS
Events (virtual and in-person) and programs provided creative opportunities to leverage messaging, resources and impact, including:

- Adventures in Northeast Ohio
- Compass Ohio
- TourismOhio Co-op
- Summit Brew Path
- Greater Akron Lodging Council
- Let’s Start Planning (Again)
- See Akron Now
- Bridgestone Senior Players
- The Drip Drive
- ArtsNow’s Meeting Places
- akron[RE]bound
- Ohio Has It!
- CAK Visitor Center
- Ohio & Erie Canalway
- Thankful Thursdays
- National Heritage Passport Program
- Knight Foundation
- New Again Akron
- Greater Akron Selfie Contest
- See Akron Now
THE OUTREACH & ENGAGEMENT

Heartland Travel Showcase
WJWS Channel 5 (Cleveland)
WKSU 89.7
Leadership Akron
Adventures in Northeast Ohio
WAKR Akron
SportsEvents Magazine
Destination Reunions
Small Market Meetings
Groups Today
Group Travel Leader
Ohio Magazine
Facilities & Destinations Magazine
Crossings (Canada)
Midwest Meetings Magazine
Travel Spike
Akron Beacon Journal
Travelhost
Ohio Has It
CompassOhio
Long Weekends Magazine
Ohio Travel Atlas

National Travel & Tourism Week
AAA Ohio
Destinations International
AkronLife
WKYC Channel 3 (Cleveland)
Ohio Society of Association Executives
Smart Business
Crain’s Cleveland Business
Community Leader
TourismOhio Marketing Co-op
Today’s Bride
Small Market Meetings
Great Meetings in Ohio
Ohio Travel Association Conference
Sports Planning Guide
KidsLinked
Google Ad Network
CMI’s LGBTQ+ Webinars
Currents Magazine
Westside/South Side Leader
Premier Tourism Marketing
Greater Akron Chamber
THE STATISTICS

The Akron/Summit Convention & Visitors Bureau, Inc. is a 501(c)6 private, not-for-profit organization funded by the City of Akron and County of Summit room taxes, receiving 72% of the annually collected funds. Additionally, revenue is generated by the John S. Knight Center and Greystone Hall from space rental, culinary services and ancillary items. In 2020, the Akron/Summit Convention & Visitors Bureau had an original budget of $7,084,224; generated $3,247,600 in revenue; mitigated $2,358,963 in expenses via cost cutting; and concluded with a net loss of $738,830.

THE RECOGNITION

Facilities & Destinations Magazine: 22nd Top Destination Award
Ohio Travel Association: Spirit of Community RUBY Award - akron[RE]bound community
Spirit of Innovation Certificate of Excellence - [RE]activate akron guide & social media
THE RECOVERY

Less than three weeks after Governor DeWine’s March 2020 stay at home order, our www.akronREbound.com web site and outreach initiative was launched.

The portal provided up-to-date information as the pandemic unfolded, including: financial assistance resources, travel sentiment survey results, and other hospitality industry research. In the months that followed, the initiative also provided virtual hospitality industry offerings for residents and visitors alike, and also outlined strategies for the Akron/Summit County hospitality industry’s recovery.

In September 2020, Phase 2 featured a four-month social media campaign entitled: [RE]activate akron; weekly posts on the Akron/Summit CVB’s social media platforms (@akronsummitcvb) showcased and amplified the diverse array of local hospitality industry offerings: arts, entertainment, dining, retail and outdoor recreation. The web site www.seeakronnow.com was also launched to provide a “virtual site inspection” platform for meeting, convention, tour and event planners to explore!
THE PATHS FORWARD

As Greater Akron’s hospitality industry businesses slowly emerged from the initial months of being closed due to the pandemic, three unique marketing initiatives were poised to help our partners make up for lost time and revenue: The Drip Drive, New Again Akron and Summit Brew Path.

The Drip Drive: Greater Akron’s Coffee Experience allowed java aficionados to shift from idle into overdrive while exploring sixteen shops throughout the county. With patience navigating the ebb and flow of pandemic openings and closures, and with an undeniable taste for their favorite brewed mugs, more than 200 people finished their tour along the inaugural route. www.thedripdrive.com


Summit Brew Path 2020: In its fourth year, the Path was eagerly completed by more than 1,000 patient and dedicated craft beer enthusiasts. With nearly 17,000 copies of the official Passport in circulation, many more enjoyed a partial journey along the Path, while visiting some of the 25 official stops. www.summitbrewpath.com
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