



The POWER of Tourism & how it impacts YOU!

Visit **CANTON** 
EXPLORE *Stark*

Seeing the BIG

Picture...

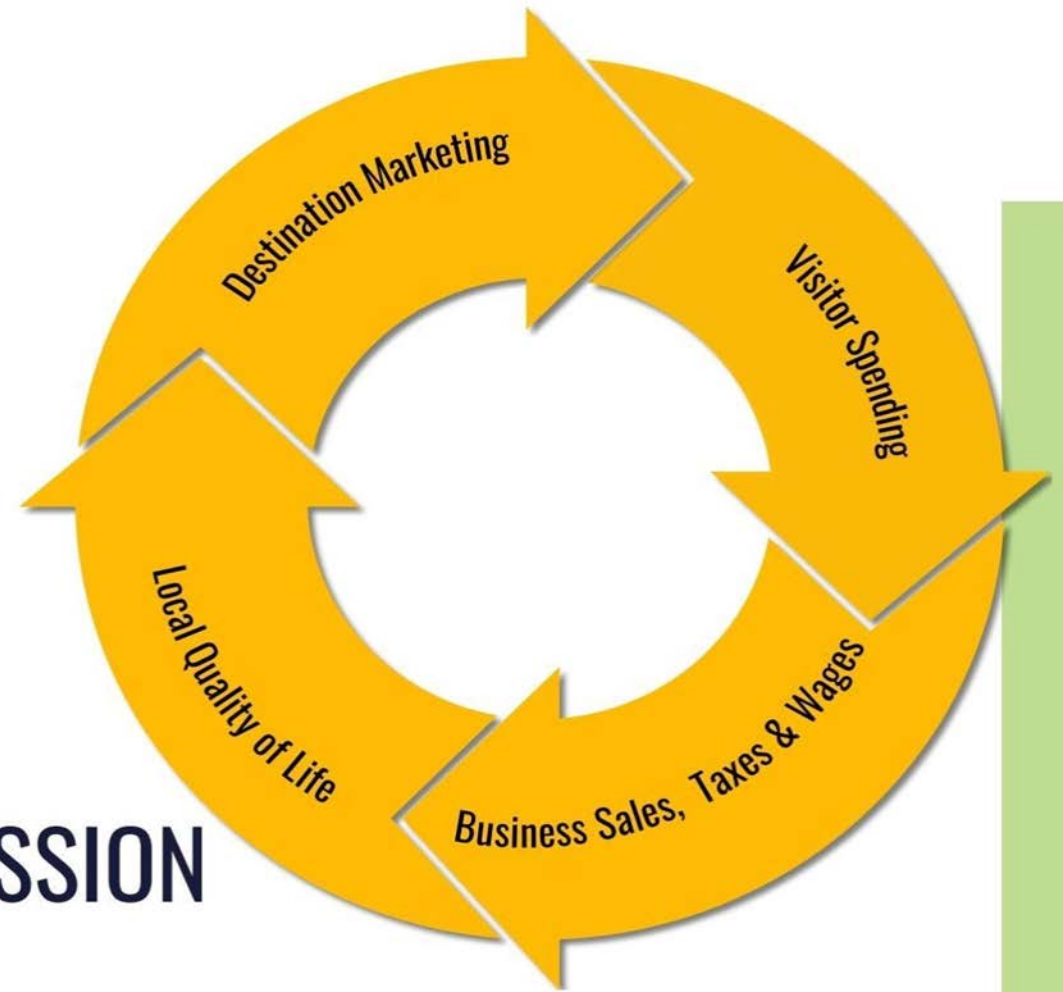


Visit CANTON 
EXPLORE Stark

Visit CANTON



EXPLORE Stark



MISSION

The Stark County Convention & Visitors' Bureau, d.b.a. Visit Canton, is to attract and engage visitors, serve and educate regional tourism partners, and generate economic impact through travel and tourism development in Stark County.

Visit Canton is funded by a lodging tax administered through the Stark County Commissioners. The organization promotes travel to Stark County and facilitates operations supporting the travel and tourism industry in Stark County.

*How much **\$\$\$** do
Visitors spend
each **YEAR** in
Stark County?*



Generated **\$1.9 BILLION** in business activity
impacting EVERY industry sector.

Raised a total of \$258.9 million in taxes including
\$127 million in state & local taxes.



Average Ohio Visitor spends:

\$343 /overnight trip **\$115** /day trip

VISITOR *Spending*



Visit **CANTON** 
EXPLORE *Stark*



\$1.1 Billion

Business Sales

Visitors spent \$1.1 billion in Stark County businesses, generating \$1.9 billion in total economic impact.



Workforce

Visitor spending supported 13,944 full-time equivalent jobs in Stark County.

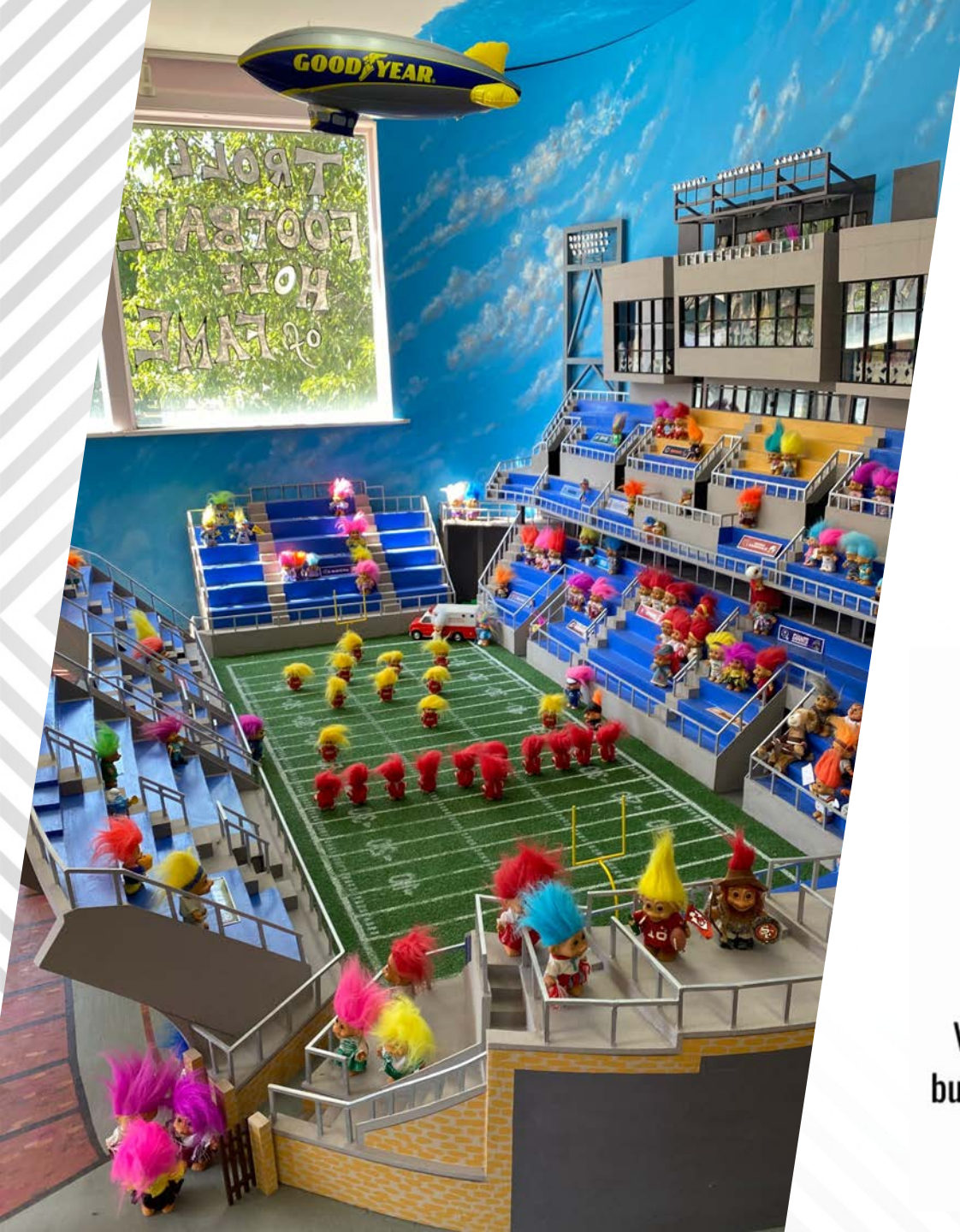


\$206.9 Million

Household Income

Travel and tourism spending generated \$206.9 million in household incomes across Stark County.





\$53 Million Local Tax Base

Tourism's economic impact in Stark County generated \$53 million in local taxes and \$259 million in total tax revenues.



\$824 Household Savings

Visitor spending provided \$824 in tax burden relief for each household in Stark County.



Community Assets

Visitor spending generates taxes that fund state and local government budgets for local resources including parks, roads, and public safety.

Visit CANTON
EXPLORE Stark



What is a **CONVENTION & VISITORS' BUREAU...**

*What do we DO, and how can
we help YOU?*

Visit **CANTON** 
EXPLORE *Stark*

Fast Facts:

CONVENTION & VISITORS' BUREAUS (AKA DESTINATION MANAGEMENT ASSOCIATIONS) ARE OFTEN FUNDED BY COUNTY, MUNICIPAL AND TOWNSHIP LODGING TAXES.

In Stark County, Visit Canton invests the county lodging tax in sales, marketing, promotion, and development initiatives to bring more visitors to the county to grow and expand the visitor spending cycle. Both municipal and township lodging taxes go directly back to the general fund for those townships or cities. Therefore, the more successful we are in bringing visitors to the region, the healthier your collections are in return.

THE LODGING TAX IS AN EXCISE TAX PASSED TO THE CONSUMER; IT IS NOT A LEVIED TAX ON RESIDENTS.

The tax is collected and remitted to the County by the hotels but is not the burden of the hotelier. While hotels are a vital partner in the tourism cycle, attractions, events, and amenities of other destinations are the primary drivers to attract visitors to the region.

WHY VISIT CANTON INSTEAD OF STARK COUNTY CVB?

In the world of marketing & sales, you have a fleeting moment to create a connection to tell your story. While locally, we all know where and what Stark County means, in the crowded media world, our extensive research and first-hand experience demonstrate that more people understand Canton, being home of the Pro Football Hall of Fame. That's the entry point. We then use all our other tools and talent to paint the rich tapestry of what Stark County offers.



Core Focus Areas:

- Marketing
- Guest Services
- Sales & Event Support
- Partner Support
- Grants
- Destination Development
- Media Relations
- Community Awareness



Visit Canton #s

IN 2023, OUR TEAM:



Attracted 671 Events to Stark County (meetings, sports tournaments, & group tours), representing over 275,000 guests and generating 41,685 hotel room nights.



Generated over 880,000 unique website visits, engaged a social media following of over 36,000, sent 815,140 consumer emails with an open rate of 31% and garnered over TEN million impressions in paid media/advertising and 40 earned media features.



Through our sales, marketing and event support activities, we generated:
\$55,589,308 in visitor spending

For every \$1 invested in sales, marketing, and event support grants,
\$35 NEW DOLLARS
in visitor spending was created in Stark County.



Grant Programs

IN 2023 INVESTMENTS INCLUDE:

Visit Canton/ArtsinStark awarded 48 projects to 31 organizations in 6 communities for a total of \$507,884.

- \$371,033.00 awarded in Cultural Tourism Grant Awards attracted a total of 123,601 visitors and generated \$21,488,086 in Visitor Spending.
- \$106,851.26 was granted to community partners for Major Arts Enhancements
- \$30,000 was granted to ArtsinStark in support for the Big Balloon Build.

For each \$1 invested, \$42 in NEW visitor spending was generated in Stark County.

Visit Canton awarded 11 Destination Enhancement Grants in 7 communities, totaling \$388,311. Projects included wayfinding signage, ADA enhancements, holiday experiential investments, etc.

Visit CANTON 
EXPLORE Stark



Free Services

REQUESTS FOR PROPOSALS:

Receive convenient, custom quotes for hotels, event facilities, and transportation service.

FAM TOURS & SITE INSPECTIONS:

Get familiar with Stark County on a customized familiarization tour of the area's event venues, attractions and hotels.

ITINERARY PLANNING:

Assistance in coordinating group tour itineraries, conference excursions, and tour experiences for event attendees.

EVENT VOLUNTEER OUTREACH:

Recruit, manage, and communicate with event volunteers using www.VolunteerStark.com

WELCOME MATERIALS:

Request welcome materials for event attendees staying at Stark County hotels, including an official travel guide.

VIP VISITOR SAVINGS PASS:

The digital savings pass unlocks discounts at over 25 local attractions, restaurants, and shops. See the current list of offers at www.VisitCanton.com/vipoffers

For assistance, contact:
events@VisitCanton.com
OR CALL 800.552.6051



The advertisement features a vibrant blue and green background with a pattern of small white dots. At the top, four circular icons represent different benefits: a fork and knife, a hand holding a coin, a hand holding a gift, and a hand holding a dollar sign. Below these icons, the text "Vip VISITOR SAVINGS PASS" is prominently displayed in a mix of white and green fonts. Underneath, "Visit CANTON" is written in a green, stylized font. A large "SIGN UP!" in white is followed by the website "VisitCanton.com/VIP". A QR code is enclosed in a green circular frame. To the right, three circular inset images show a man and a woman at a restaurant, a modern building with a "WILLIAMS" sign, and two women shopping at a store labeled "SHOPS".

Vip VISITOR SAVINGS PASS
Visit CANTON

SIGN UP!
VisitCanton.com/VIP

You're a VIP in Stark County!
Get special deals at area
restaurants, attractions,
and more.

Visit CANTON 
EXPLORE *Stark*



How can **YOU**
support the
tourism economy?

Visit **CANTON** 
EXPLORE *Stark*

Be an
AMBASSADOR
For Tourism...



Volunteer!



Local Club or League?



**Support local businesses & create
POSITIVE narratives for our REGION!**



Join Visit Canton's

VOLUNTEER CORPS!

Our community is known for its hospitality and hard work thanks to the tireless efforts of volunteers across Stark County. Sign up with Visit Canton to learn about upcoming opportunities to get involved!

REGISTER TO VOLUNTEER

VOLUNTEERSTARK.COM - EVENTS@VISITCANTON.COM - 800.552.6051

RECRUIT

Register your event on Volunteer Stark to find new volunteers and share your opportunity with a database of over 3,000 registered community volunteers.

MANAGE

Coordinate with a specific group of select volunteers. Send email, assign shifts, collect and organize volunteer information.

PARTICIPATE

Register as a volunteer to hear about volunteer opportunities throughout Stark County. Check out the list of existing opportunities and sign up for a shift.

Visit CANTON 
EXPLORE Stark



visitcanton.com/opportunity

CONNECT WITH
Visit Canton



Contact Info:

800.552.6051 • 330.454.1439

events@visitcanton.com

www.VisitCanton.com



/VisitCanton



@VisitCanton



/VisitCanton



@VisitCanton



/CantonStarkCounty



/VisitCanton



@MeetinCanton



/CantonStarkCVB

Visit CANTON 
EXPLORE *Stark*

THE END ZONE

Scan the QR codes below for more information on where to play, stay, eat and shop in and around Canton.



Play

Get the details on all your must-hit attractions while you're in Canton.



Eat

Browse restaurants to find flavors that will satisfy everyone.



Stay

Rest your head at accommodations that suite your needs best.



Shop

Find the best shops for gifts, decor, art and so much more.



Events

Sync up your visit with exciting fairs, festivals and events all year long.



VIP Savings

Score special offers and coupons.



Packages

Make the perfect game plan with a package deal.



Follow Us

Check out @VisitCanton for the latest happenings.



Meet

Find the perfect space for your next event or special occasion.

Thank You!! QUESTIONS?

Visit **CANTON** 
EXPLORE *Stark*