

**222 Market Ave. N**

**Canton, Ohio 44702**

**www.VisitCanton.com**

**FOR IMMEDIATE RELEASE**

**July 6, 2016**

**Visitors to Stark County Generated $1.7 Billion in 2015**

**Canton, Ohio –** Visitors to Stark County generated business sales of $1.7 billion, directly and indirectly, in 2015 according to the biennial economic impact study commissioned by Visit Canton. The Tourism Economics study indicates an increase of 7.6% over 2013 in visitor generated business sales. In addition, visitor spending in Stark County in 2015 sustained 7.4% of Stark County employment; a total of 14,279 full-time-equivalent jobs generating $300,000,000 in wages.

“Visit Canton is pleased to share these new economic impact figures, especially now as the travel & tourism industry is evolving rapidly in our community with projects like Hall of Fame Village,” said Allyson Bussey, President of Visit Canton. “This research shows us how powerful the tourism industry is, and how it impacts the overall vitality of our region.”

The economic impact study is conducted biennially by Tourism Economics, an Oxford Economics company, in collaboration with TourismOhio, an organization within the State of Ohio’s Development Services Agency.

The Stark County Convention & Visitors’ Bureau, d.b.a. Visit Canton, is funded by a lodging tax administered through the Stark County Commissioners. The organization’s mission is to attract and engage visitors, serve and educate regional tourism partners and generate economic growth for Stark County through travel and tourism development. For more information go to www.VisitCanton.com.

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