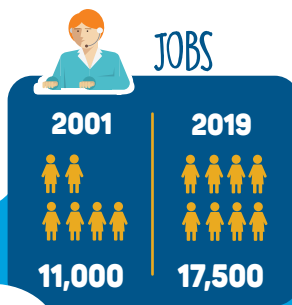


# Tourism Impact



**90-95%**  
OF VISITERIE  
BUDGET COMES  
FROM HOTEL TAX



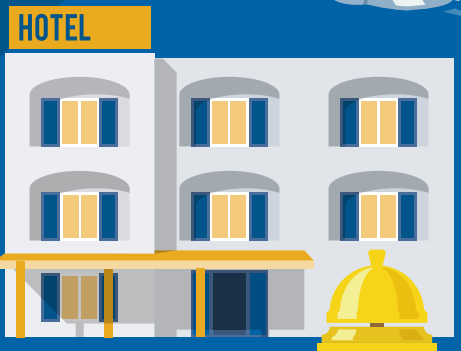
## MARKETING IMPACT

AS OF 12/19

ARTICLES FROM TRAVEL MEDIA



TOTAL IMPRESSIONS **414,688,828**



2003 - 2020  
**256 CONVENTIONS**  
**96,577 ROOMS**  
**\$68 MILLION IMPACT**

MATCHING FUNDS  
AS OF 12/19

**38 PARTNERS**



**343**  
EVENTS

HOSTED AND SUPPORTED  
THROUGH END OF 2019

RESULTING IN MORE THAN:

**\$95**  
MILLION

ESTIMATED ECONOMIC IMPACT

