

BATTLE OF LAKE ERIE BICENTENNIAL ECONOMIC IMPACT

The following is an estimate of Battle of Lake Erie Bicentennial-related spending in Ottawa County and Kelleys Island in Erie County for the date range of August 29 – September 10, 2013.

Figures are based on actual visitor ticket sale counts provided by the various U.S port communities and conservative estimates on number of hotel, B&B and vacation rental room nights, campground occupancy; marina slips in use, event visitation, and other factors as noted.

Visitor spending calculations are based on the Ohio Office of Tourism's 2013 multiplier of \$108.00/day for a day trip visitor and \$321.00/day for an overnight visitor.
(Tourism Economics—an Oxford Economics Company)

TOTAL VISITOR SPENDING 08/29/13 – 09/10/2013 = \$14.6 million

- 7,150 total room nights at hotels, B&Bs, or vacation rentals.
- 4,500 nights at campground sites (not included in overnight spending calculations).
- 4,500 nights that marina slips were in use (not included in overnight spending calculations).
- 100,000 total bicentennial-related visitors overall.

Visitor spending based on:

- 7,150 room nights with 2.5 people per room = 17,875 visitors at average overnight spending of \$321 = \$5.74 million.
- 82,125 visitors at average day trip spending of \$108 = \$8.87 million.

INDIVIDUAL COMMUNITY DATA

Catawba Island Club

- Private club with tall ship events available to members.
- All ship tour opportunities sold out.
- All business segments at club (restaurants, golf course, marina) recognized at least 25% increase in business activity Labor Day weekend over same time period in 2012.
- 100 room nights.

Kelleys Island

- 360 day sail tickets sold.
- Kelleys Island Ferry ran four boats on continuous schedule over Labor Day weekend.
- Recognized as the largest island-wide event ever held.
- Most businesses acknowledged a 15 to 20% increase in Labor Day weekend business over 2012 levels for the same period.
- 1,100 room nights.

Marblehead

- 2,000 attended Navy Band concert at Lakeside on Sept. 1.
- 300 attended Navy Band concert at Marblehead Lighthouse on Sept 1.
- 900 room nights over Labor Day weekend.

Middle Bass Island

- All island businesses reported sales at record levels.
- Cost of ship was covered by sponsors so dockside tours were free of charge to public.
- 100 tickets at \$70.00 for private dinner on tall ship.
- 50 room nights.

Port Clinton

- Over 3,000 ship tour tickets sold at \$10/each.
- 30,000 total visitors over Labor Day weekend.
- 7,000-8,000 attended OSU Band on Sept. 1.
- 3,000 attended Navy Band on Sept. 1.
- The Lake Erie Shores & Islands Welcome Center tracked 2,291 visitors through its doors the week leading up to Labor Day 2013, nearly three times the number of visitors for the same period in 2012.
- Bassett's Market, that promoted its Port Clinton store as a headquarters for bicentennial-related information and merchandise was up 27% in sales over Labor Day weekend 2012.
- Many other businesses reported sales at record levels.
- 2,000 room nights. Considered only Labor Day weekend in calculations.

Put-in-Bay

- More than 7,500 people participated in dockside or sail away tours.
- More than 1,400 registered to take part in the battle reenactment.
- 2,000 room nights over Labor Day weekend.
- 1,000 room nights Sept. 6-10.

Perry's Monument

- Visitation to monument column Memorial Day – Sept. 10 was 60% greater than same time period in 2012 despite a shorter operating season in 2013.
- Gross sales in the bookstore Memorial Day – Sept.10 were 150% higher than the same time period in 2012.
- Estimated that 7,000 people attended OSU band on Sept. 1.

Jet Express

- Passenger count Labor Day weekend, 2013 up 60% over same period in 2012.

Miller Ferry

- Set an all-time record for passenger transportation to Put-in-Bay on Sept. 1.

Media Impact

- Over 350 media mentions including print, TV, radio and online.
- 50,000 computers tuned in for live stream of reenactment on portclintonradio.com
- Potential impressions of 383 million
- Media purchase value of over \$2 million