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2013 PROMINENT YEAR FOR CLEVELAND TRAVEL & TOURISM DOWNTOWN CLEVELAND TO SEE INCREASED GROWTH

CLEVELAND (Feb. 4, 2013) – According to [Positively Cleveland](#), the convention and visitors bureau for the region, more than 11 million visitors are projected to visit Downtown Cleveland in 2013, doubling previous visitation numbers. All of this comes as the city welcomes an unprecedented amount of tourism developments, openings, events and conventions.

“Overall, Northeast Ohio is currently positioned to welcome more than \$2 billion in tourism-related infrastructure developments between 2010 and 2015,” David Gilbert, President and CEO of Positively Cleveland said. “Of that \$2 billion, however, more than half of all those development dollars are going into Downtown Cleveland.”

Some of the major 2013 developments* include the opening of the new \$20 million [Aloft Hotel Cleveland Downtown](#), other elements of Phase I of the \$275 million [Flats East Redevelopment Project](#) and the highly anticipated \$465 million [Cleveland Convention Center and Global Center for Health Innovation](#).

Convention and meetings business also is helping to boost visitation numbers. In 2013, Positively Cleveland has 112 meetings and conventions on its calendar totaling more than \$197 million in economic impact. Of the total number of attendees for these booked events, more than 70 percent will be located downtown.

Additional visitors to Downtown Cleveland will come during the [Summer National Senior Games](#) July 19 – Aug. 1. As the largest participatory sporting event in the nation for athletes ages 50+, the event is expected to bring 28,000 athletes, and spectator friends and family to the area.

Additionally, the city is playing host to the inaugural [Rock 'n' Roll Cleveland Half Marathon](#) Oct. 6. The Rock 'n' Roll Marathon Series, which has its own set of loyal followers across the country, is famed for live local bands performing on stages every mile of the scenic course.

“Downtown Cleveland is experiencing significant investment across the board,” says Joe Marinucci, CEO of [Downtown Cleveland Alliance](#). “Businesses are relocating to attract top talent, young people are snapping up apartments as quickly as apartments are available and major tourism projects will provide visitors an opportunity to experience Downtown Cleveland in a brand new way.”

(more)

Right now, nearly 12,000 residents currently live in Downtown Cleveland resulting in occupancy rates at more than 95 percent. Combine that with the record-high housing demand and developers are jumping to meet housing needs with more than 1,100 apartments projected to come online within the next 18 months.

With the increase in residents and developments comes a series of positive residual effects that ultimately enhance the overall visitor experience.

“As the number of people living downtown increases, a sense of vibrancy is created, which leaves a positive impression on visitors,” Gilbert said.

In addition, the [Greater Cleveland Regional Transit Authority \(RTA\)](#) and 13 community sponsors have invested in three new trolley routes, in addition to the current two, that run every 10-15 minutes, seven days a week, serving downtown residents and visitors at no charge. Various trolleys – always free to ride – are available from 7am to 11pm. All trolleys connect with other transit at Public Square, including the Red Line train from the airport.

This means that visitors and residents to Downtown Cleveland can take the new C-Line Trolley, which connects Public Square with hotels and places like the new Cleveland Convention Center, the Horseshoe Casino Cleveland and PlayhouseSquare during evenings and weekends. This adds to two daytime free trolleys that already serve the downtown area all the way to Cleveland State. On the weekends, the new L-Line Trolley connects Public Square to the Rock and Roll Hall of Fame and Museum, the Great Lakes Science Center and Voinovich Park from 11am-6pm.

Trolleys serve many hotels including the Hampton Inn Downtown Cleveland, Doubletree Downtown/Lakeside, Ritz-Carlton Cleveland, Wyndam Hotel at PlayhouseSquare, Holiday Inn Express Downtown, Hyatt Regency at the Old Arcade, Marriott Key Center and the Renaissance Cleveland.

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ABOUT POSITIVELY CLEVELAND: Positively Cleveland’s mission is to promote Cleveland and the surrounding region as an outstanding business meeting and tourism destination in order to grow the region’s economy. In 2011, 14.9 million visitors came to Cuyahoga County (up from 13 million in 2009) generating \$6.7 billion in related business activity (up 12 percent from 2009). To learn more, visit www.PositivelyCleveland.com.

ABOUT DOWNTOWN CLEVELAND ALLIANCE: Downtown Cleveland Alliance (DCA) is a not-for-profit organization dedicated to building a dynamic downtown. By working with property owners and neighborhood based partners, DCA is able to provide economic development opportunities, business attraction and retention efforts, the Clean & Safe Ambassador Program, as well as strategic marketing initiatives for Downtown Cleveland. To learn more, visit www.DowntownCleveland.com.

*2013 REGIONAL TOURISM DEVELOPMENTS

- *New \$27 million Courtyard by Marriott University Circle (April)*
- *\$30 million Cedar Point project including new roller coaster and front gate (May)*
- *New \$20 million Aloft Hotel Cleveland Downtown (June)*
- *New \$465 million Convention Center (July) + Global Center for Health Innovation (October)*
- *\$27 million expansion and renovation at the Pro Football Hall of Fame (August)*
- *Completion of the \$350 million expansion of the Cleveland Museum of Art (December)*
- *Phase I of the \$275 million Flats Redevelopment Project*
- *\$275 million Hard Rock Gaming and Entertainment Facility at Northfield Park*