

# Trumbull County

*Travel & Tourism Report*

by Trumbull County Tourism,  
Reporting Year 2024



[TrulyTrumbull.com](https://www.TrulyTrumbull.com)





# BOARD OF DIRECTORS

**Stacey Hoover, Board President**

Cockeye BBQ

**Alyse Robinson, Board Vice President**

Residence Inn Niles  
Hampton Inn Niles  
Tharaldson Hospitality

**Rosalyn Hill, Board Secretary**

5 Grands Boutique

**Jordan Taylor, Board Treasurer**

Mahoning Valley Scrappers



**Melanie Cann**

Cafaro Company

**Nic Coggins**

County Commissioner Designee

**Kelli Denman**

The Grand Resort

**Bill Rabel**

Penn Ohio Golf Trail

**Becky Whitman**

Community Supporter

**Tyler Williams**

Twin Realty & Lease



# VISION

To be a destination that inspires innovation, embraces tradition and continues to support a robust economy.



# MISSION

We are passionate advocates for Trumbull County, committed to driving economic growth by inviting people to experience the unique charm of our community.

# WHY

We Believe Opportunities Reside Here.

## Truly Trumbull Team

**KUDOS TO NICK AND SAMANTHA...**

on his graduation from the Ohio Tourism Leadership Academy



on completing her PDM certification under Destinations International

Beth Kotwis Carmichael

Samantha Ensminger

Nick Lehner

Kimmer Wolfinger

# Tourism Powers Livable Investable Communities

## 1. VISIT

When you build a place where people want to visit, you've built a place where people want to live.



## 4. INVEST

When you build a place where business and residents invest, you've built a place where people want to visit.

IT ALL STARTS WITH A VISIT!



## 2. LIVE

When you build a place where people want to live, you've built a place where people want to work.



## 3. WORK

When you build a place where people want to work, you've built a place where people will invest.



Source: Maura Gast, Irving TX Convention and Visitors Bureau

# Just a Snapshot

The faces, places, and stories behind Trumbull's visitors.

If polled, most residents would be surprised to learn we have a robust travel industry in Trumbull County. If you speak to the **Medici Museum of Art, the National Packard Museum, End of the Commons General Store, the McKinley Birthplace Memorial, and of course, the Grand Resort**, they'll tell you they see those visitors every day.

A photograph of three people on a golf course. One person is in the foreground, and two others are in the background. The image is overlaid with an orange gradient.

## GOLF PACKAGES

The Grand Resort attracts golfers in all weather, while the Penn-Ohio Golf Trail, the largest in the US and based in Hubbard, attracts visitors from across the U.S., offering local golf experiences and accommodations for over two decades.

A photograph of two men in business attire talking. One man is wearing glasses and a tie. The image is overlaid with an orange gradient.

## BUSINESS TRAVEL

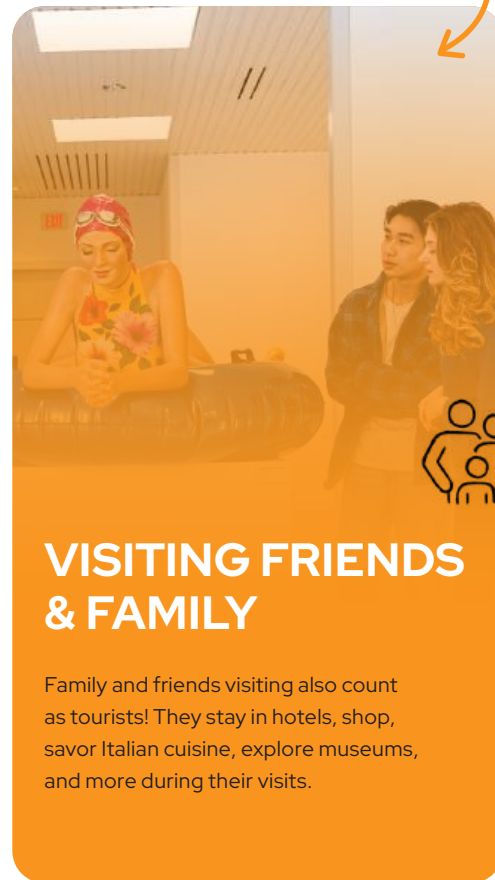
Visitors are coming to engage with local firms, including developments in Lordstown, Brite Energy Innovators and the Eastwood Mall Complex to name a few.

Think about it:

A photograph of a young boy in a yellow life vest fishing. The image is overlaid with an orange gradient.

## MOSQUITO LAKE

Despite its name, it hosts 100+ annual fishing tournaments and increased visits by 15% at the campground, attracting visitors in 2023 from Ohio, Pennsylvania, and states such as Kansas, Florida, and Oregon.

A photograph of a woman in a floral swimsuit sitting at a table, with two other people standing nearby. The image is overlaid with an orange gradient.

## VISITING FRIENDS & FAMILY

Family and friends visiting also count as tourists! They stay in hotels, shop, savor Italian cuisine, explore museums, and more during their visits.

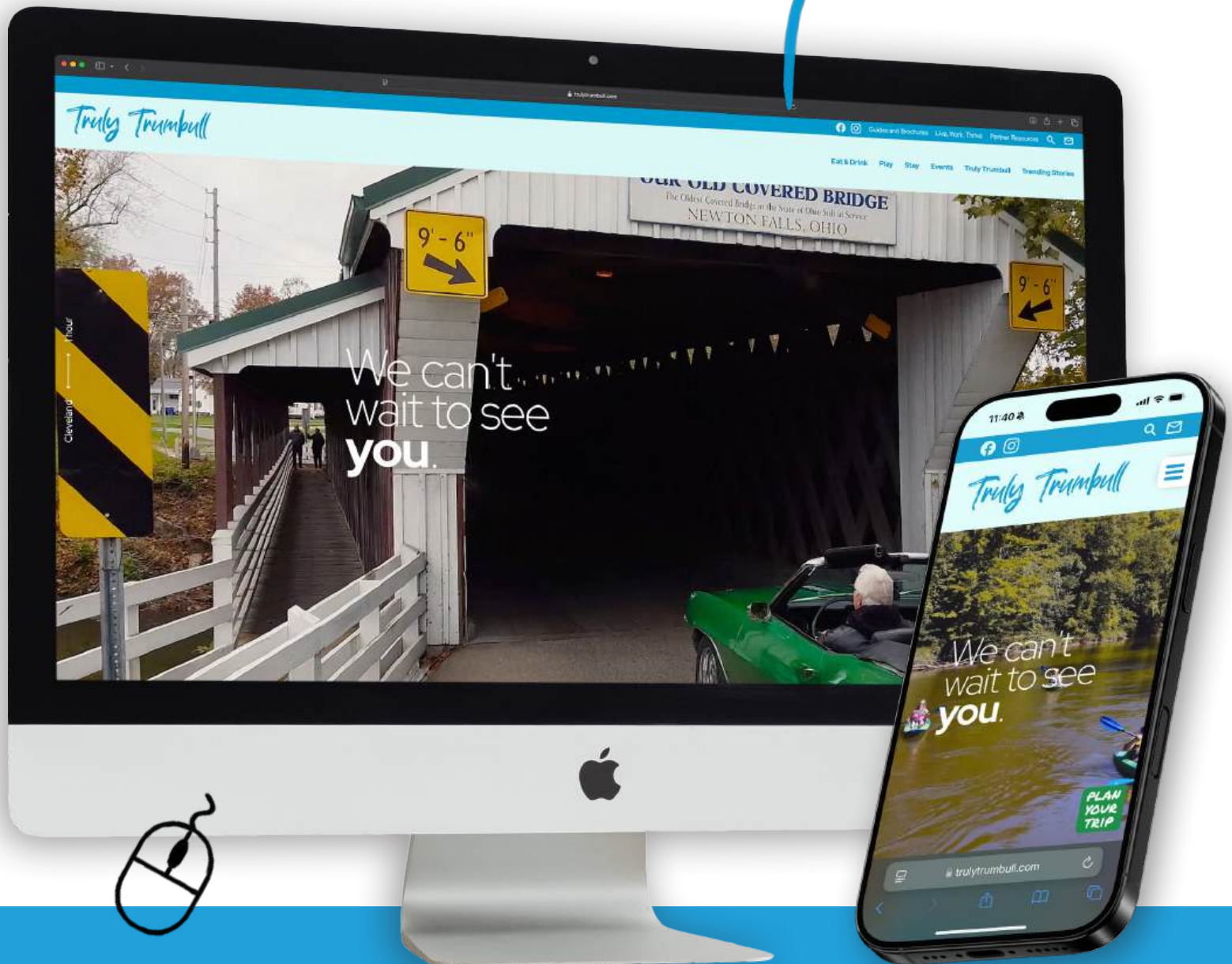


# Marketing Objectives

Our marketing objective is to **increase visitation and visitor spending.**

The goal is always to drive economic growth and **enhance the positive image of Trumbull County.**

SCAN TO LEARN MORE  
ABOUT PLANNING  
YOUR NEXT TRIP TO  
TRUMBULL COUNTY!



# Marketing Impact

Trumbull County Tourism Bureau's 2023-2024 marketing campaigns reached

**46%** of target households,

engaging **1.38M** efficiently



The campaigns returned

**\$286** in visitor spending

for every **\$1** marketing dollar spent

while improving traveler perceptions of the county's festivals, vacation potential, and cultural amenities.\*



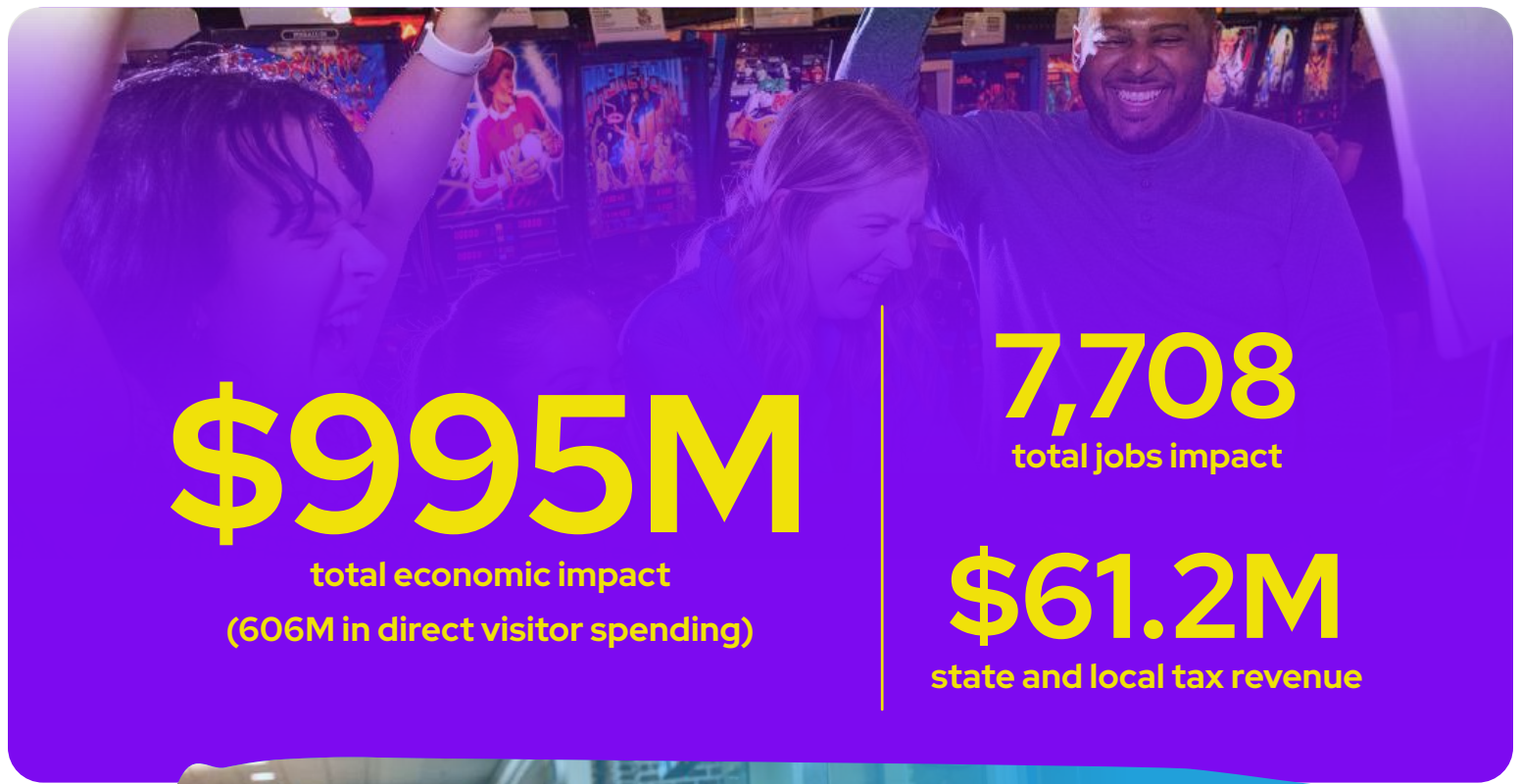
**\$80.5M**

generated in visitor spending and influenced over

**76,000 trips**

\*Source: 2023 & 2024 Advertising Effectiveness and Conversion Report, February 2025 by SMARInsights

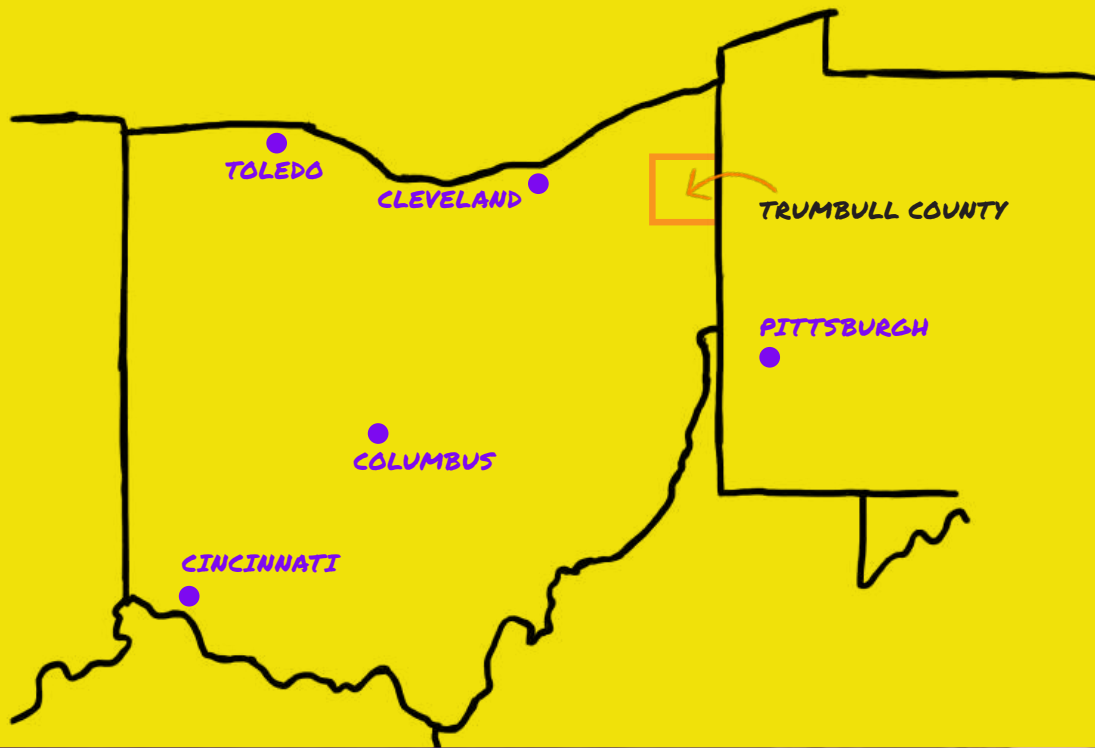
# Trumbull's Travel Economy



The travel industry's economic impact according to the  
June 2024 Report by Tourism Economics



# TOP 5 ORIGIN MARKETS



## OVERNIGHT DEMAND

Hotel Avg Daily Rate	Hotel Occupancy	Hotel Revenue
<b>\$121.17</b>	<b>54.2%</b>	<b>\$34,314,836</b>

\*Source: STR CoStar

Short-Term Rental - Avg Daily Rate	Short-Term Rental Occupancy	Short-Term Rental Revenue
<b>\$133</b>	<b>38%</b>	<b>\$3,231,075</b>

\*Source: Key Data Dashboard

# 2025-2028 Strategic Plan

In 2024, the Trumbull Tourism Board and Staff developed a comprehensive strategic plan featuring targeted initiatives to drive economic growth and enhance Trumbull County as an exceptional place to visit, live, work, and play.



**EMPOWER**  
strategic marketing



**EQUIP**  
our regional  
industry workforce



**ENABLE**  
growth through  
destination  
development



**ELEVATE**  
community  
engagement  
and support



**ENHANCE**  
our board impact

# Promoting Trumbull County

Examples of our work in 2024!

## SOCIAL MEDIA



**INFLUENCER!**



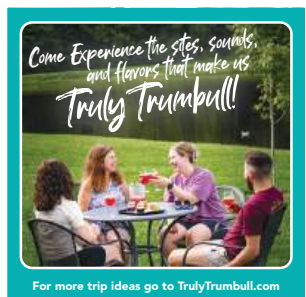
**VIDEOS!**



**REELS!**



**SIP MAGAZINE AD!**



**PRINT ADS**

## EMAIL MARKETING



**THE ECLIPSE TOTALITY!**



## VISITORS GUIDE

**OVER 40,000 COPIES DISTRIBUTED!**



## NEW WEBSITE + TRAVEL APP



ERECTED 1831  
**OUR OLD COVERED BRIDGE**  
The Oldest Covered Bridge in the State of Ohio Still in Service  
NEWTON FALLS, OHIO

9'-6"  
↑



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