Huntington Convention Center of Cleveland

JUNE 2026 ECONOMIC IMPACT

Event Description	Total Room Nights	Actual Attendance	Economic Impact**
Educational Testing Service/AP Reading	16,118	2,501	$10,695,984.00
Society for the Study of Evolution	4,055	990	$2,352,000.00
Career Education Colleges and Universities	1,453	781	$1,176,000.00
Mid-States Distributing Company	675	305	$940,000.00
Wilson - Heidenthal Weding	***	250	***
Destination Cleveland 2nd Quarter Hotel Meeting	***	90	***
Minitab Inc	***	25	***
Total	**22,301**	**4,942**	**$15,163,984.00**

*** These were local events or consumer shows that had unreported room nights

** Economic Impact is calculated utilizing Destinations International's formula provided by Destination Cleveland

The annual operations of the HCCC yield substantial benefits through net new spending, generating employment, earnings, and tax advantages. The greatest impact occurs when non-local event attendees make purchases within the community while participating in events at the facility. Convention attendee expenditures are primarily allocated toward hotel rooms and restaurants, while secondary expenditure items include retail, entertainment/attractions, local transportation, auto rental, gas, and other expenditures.

Economic impact analysis commonly combines three spending components: direct effects, involving initial out-of-town event attendee purchases; indirect effects, involving the re-spending of these expenditures; and induced effects, encompassing positive changes in employment, earnings, and tax collections due to population changes linked to expenditures. Direct spending calculations rely on estimates of event levels, attendees, and spending metrics, with economic impact multipliers used to measure indirect and induced spending, as well as earnings and employment impacts.