

WHY TRAIN RIDES ARE IMPORTANT TO OHIO

Significance of Polar Express in Dennison, Ohio

Eleven Years of Polar Express have brought the following benefits to Northeast Ohio:

- Passengers:** 86,600 Passengers
From all over Ohio and surrounding States
PA, VA, MI, KY and WV
- Multiplier:** Per Visitor Spending, according to the State Travel/Tourism Office
Overnight: \$285
Day: \$100
Every year, the Polar Express generates \$1.3 million in spending in Ohio
- Bed Tax:** Because Polar Express Trips are held at night, they contribute greatly to the local Bed Tax because many families stay overnight in hotels. This money is used for tourism marketing, making it a win-win.
- Return visits:** These trips result in many return visits to the area and state during other times of the year. Many customers repeat their trips every year.
- Jobs:** **Polar Express makes up 45% of the Dennison Depot budget.**
This translates into 3 full-time jobs, that in turn translates into directly impacting 46 additional jobs.
- Economic Development:** The Dennison Depot has been a catalyst for downtown revitalization, overseeing 3 museums vital to their community, contributing greatly to the economic well-being of our local businesses and attractions.
- Pride and Volunteerism:** Polar Express brings together multiple communities and volunteers of all counties working together for a common goal. It takes 150 volunteers a night to operate Polar Express. From 4th grade up, a volunteer corps of 500 individuals works these train rides.
- Education:** Everyday, we teach youth about the important of rail.
- Loss of Polar:** The loss of Polar Express would have a devastating impact on our region of Ohio. The loss of jobs, loss of business and loss of quality of life.

Imagine what more excursions can mean to the State of Ohio!

Dennison Railroad Depot Museum History of Train Rides

The Dennison Depot has had the good fortune to partner with the railroad to conduct excursions over the past 19 years on the Panhandle. (1993-2011)

A summary of these trips are as follows:

Types of Trips:

School Rides, Murder Mystery, Railroad Festival, Gould Tunnel, Zanesville-Riverboat Cruises, Roscoe Village (Holiday, Fall Foliage, Apple Butter), Fall Foliage, Akron Model RR Club, Father's Day Trips, Boy Scout Trips, Engine Shop Trips, Train Festival 2004, Steam Fest '97, Newark Strawberry Festival, Ohio Rail Museum Trip from Columbus to Dennison, Dennison to Sugarcreek, Jewett Craft Show Trip, Dresden Christmas Trips, Santa Train Rides, Troop Train Rides, one hour shuttle trips, and Polar Express.

Ohio Destinations that have benefited from Train Rides:

Dennison, Sugarcreek, Jewett, Coshocton, Roscoe Village, Newark, Zanesville, Columbus, West Lafayette, Dresden, and Newcomerstown.

Tourism Jobs: Tourism is a revenue generator for Ohio! (Statistics from the State Travel and Tourism Office)

- **One of the biggest industries and employers in the State with \$38 Billion in revenues.**
- **Tourism generates \$2.6 Billion State and Local taxes.**
- **The industry is very resilient. During the recent recession, the Tourism Industry only lost 3% of its workforce and 10% of its economic development. In the last year, 70% of that loss has been restored.**
- **We are a days drive within 60% of the nation's population!**

Keeping excursions on the Panhandle is important to the State of Ohio!