



ROSS COUNTY TOURISM NETWORK

MORE GUESTS. MORE VISIBILITY. MORE SUPPORT.

As a short-term rental owner, you play a key role in Ross County's thriving tourism industry. The **Ross-Chillicothe Convention & Visitors Bureau** connects your property to thousands of potential visitors with free marketing, local partnerships, and expert guidance - helping you attract more guests and enhance their experience.



HOW THE CVB SUPPORTS SHORT-TERM RENTALS

INFORMATION & ASSISTANCE

- **Visitor Insights & Travel Trends:** The CVB can provide owners with valuable visitor data and tourism trends to help tailor offerings to guest preferences.
- **Event Awareness:** Owners can receive a weekly email update highlighting major events to share with their guests to enhance their stay.
- **Brochure Assistance Program:** Rental owners can utilize this program to help print brochures to assist in promotion of their property.
- **Welcome Bags for Groups:** The CVB provides welcome bags for groups staying at your property to enhance guest experience.
- **Webinars & Educational Materials:** The CVB shares information and knowledge throughout the year that can enhance your business.

MARKETING & ADVERTISING

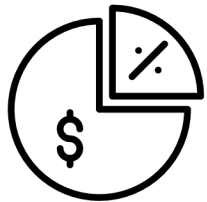
- **Increased Visibility:** Your rental property receives a *FREE* listing on the Bureau's website, mobile app, and in the official Ross County Visitors Guide to connect travelers to you and your property.
- **Marketing & Advertising:** The CVB actively promotes Ross County's attractions and events driving visitor interest and increasing overnight stays. This brings more travelers to the area, benefiting local lodging partners, restaurants, shops, and attractions.
- **Co-Op Advertising Opportunities:** Rental owners may have the opportunity to participate in advertising opportunities programs for additional exposure.



RELATIONSHIPS

- **Networking & Collaboration:** The CVB invites lodging partners to the annual Tourism Banquet & Pineapple Awards during National Travel & Tourism Week. This is an opportunity to connect with other tourism partners. The CVB can help connect owners with local businesses, creating partnerships that enhance visitor experiences.
- **Guest Feedback Sharing:** Property owners are encouraged to share guest feedback with the CVB to help improve visitor satisfaction and enhance tourism offerings.

ECONOMIC IMPACT



The Ross-Chillicothe Convention & Visitors Bureau is funded through Ross County lodging taxes collected from overnight stays at hotels, bed & breakfasts, and short-term rentals. This tax is a pass-through tax for owners that are charged to guests and remitted to the county quarterly. This is not a tax levied on property owners or residents.

Visitors who stay overnight in a community spend more money in local restaurants, shops, and attractions. This boosts the local economy!



A thriving short-term rental market strengthens the overall tourism industry in Ross County.



TOURISM PARTICIPATION

- **Registration:** Rental properties must be registered with the Ross County Auditor's office and remit lodging taxes in compliance with the Ohio Revised Code and Ross County Commissioners' resolution.
- **Assistance:** The CVB helps rental owners navigate the lodging tax process by providing necessary forms, registration guidance, and remittance procedures. Quarterly reminders are also sent to help support compliance.
- **There is no cost** to participate in the CVB's promotional efforts unless you are part of a co-operative advertising program or advertising within the Visitors Guide.



By working with the Ross-Chillicothe Convention & Visitors Bureau, you ensure your rental property is part of the broader tourism network, increasing its exposure and benefiting from visitor traffic. Understanding and complying with the lodging tax process also helps sustain the growth of tourism in Ross County, supporting local businesses and attractions.