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Explore Hocking Hills joins top global leaders to mark World Tourism Day

LOGAN, Ohio, September 22, 2026 – As the destinations around the globe celebrate World Tourism Day on Sept. 27, Ohio's [Explore Hocking Hills](#) is pleased to announce that it has been invited to join [Destination Think](#), a prestigious collective of 40 international places focused on helping visitors to travel better. Celebrated globally every year, World Tourism Day highlights the social, cultural, political and economic importance of the world's tourism sector. The travel industry professionals who make up Destination Think will gather in advance of World Tourism Day on Sept. 24 to work on travel's growing role in protecting the future of our planet while it inspires visitors.

Hocking Hills becomes one of just a dozen other U.S. destinations, like Bend, OR and Grand Junction, CO., that have accepted the invitation-only call to join Copenhagen, Auckland, NZ, The Whitsundays in Australia, Banff and Lake Louise in Canada, Aruba and more than three dozen other destinations worldwide. The collective will share resources, information and inspiration in order to grow the positive economic impact of travel alongside heightened sustainability and responsible travel efforts.

"As the Hocking Hills rises as an international destination, we're proud to become part of Destination Think. This selective organization opens new possibilities for sharing best practices with the best minds, supporting our efforts to maintain everything that's so loved about this region -- while maximizing the economic benefits visitors bring," said Hocking Hills Tourism Association Executive Director Heather Eddy. "We know travel makes the world a better place by opening hearts and minds and encouraging people to slow down and experience the world's beauty. By working with visitors and our industry to preserve this special place, we can continue to share it and its magic with others."

Eddy added that recently released economic impact data demonstrates the importance of visitor spending and tourism jobs in the region, in addition to supporting local business development and emergency services. In August, Explore Hocking Hills announced that annual visitor spending is now more than \$179 million, creates 1,635-plus jobs and slashed annual tax burden for every local household by \$1,974.

Destination Think's World Tourism Day highlights tourism-related projects that are helping places prosper while accelerating climate action, supporting Indigenous relationships, shifting visitor behavior and forming connections that last, while giving visitors experiences they'll remember forever.

About Explore Hocking Hills

Explore Hocking Hills' mission is to promote responsible tourism growth through marketing strategies and programs that balance economic prosperity with the need to preserve the natural and cultural heritage of the Hocking Hills. Hocking Hills Tourism Association's commitment to responsible tourism in the region includes the Love Hocking Hills program, designed to educate visitors and those who call the region home on their role in protecting the natural beauty and resources of the Hocking Hills. Program details are outlined at lovehockinghills.com, with complete travel information available at ExploreHockingHills.com or 1-800-Hocking (800-462-5464).