Experience Columbus’ vision is to be the leading force in creating and revealing the best of the Columbus experience to the world.
Dear Community Partners,

2018 set us up for tremendous success in 2019 and beyond.

This year we celebrated the openings of several new attractions that differentiate us from our competition. The Scott’s Miracle-Gro Foundation Children’s Garden at Franklin Park Conservatory and Botanical Gardens and LEGOLAND Discovery Center offer wonderful options for families. The National Veterans Memorial and Museum makes Columbus the only place in the country with a single facility that honors all veterans, past and present, from all branches of service and eras of conflict.

Smart Columbus launched self-driving shuttles that provide visitors with an innovative transportation option to get to some of our points of interest along the Scioto Mile. Our new advertising agency, BVK, launched a campaign portraying Columbus as a thriving city in new markets to great success. And kudos to our partners at the Greater Columbus Sports Commission: SportsTravel magazine named the 2018 NCAA Women’s Final Four in Columbus “Sports Event of the Year,” besting such events as the Super Bowl and the Winter Olympics.

The Hilton Columbus Downtown announced an expansion to create the city’s first 1,000-room convention hotel and new direct west coast flights from John Glenn International were secured for launch in 2019. We champion both of these initiatives and know they will help us best capitalize on hosting ASAE’s 2019 Annual Meeting & Exposition in August.

All these things and more help to raise our profile as a vibrant destination for leisure travel and large conventions. We could not do it without the help of the City of Columbus and Franklin County as well as our many members and corporate partners. I look forward to taking advantage of this momentum together in 2019.

Sincerely,

Brian Ross, CTA
President and CEO
Since 2012, Experience Columbus and the Greater Columbus Sports Commission have worked collaboratively with community partners to implement and update a destination-wide strategic framework to enable the city to compete in attracting new visitors. With cities across the country upping their game to lure billions of dollars in visitor spending, we must create national awareness of all Columbus offers. By capturing a larger share of the tourism market, our entire community will benefit through additional visitor revenue that supports jobs, businesses, the arts, human services and overall quality of life.

The framework is based on two major Strategic Initiatives:

**Increase the Economic Impact and Local Jobs from Travel and Tourism**
Even with record gains, Columbus remains in the middle to lower tier within our competitive peer set. By engaging more business, convention, sports and leisure visitors, and getting them to stay longer and do more, we increase spending and positive ROI.

**Showcase Authentic, Creative Columbus to Reveal Our Pulse**
Increasing national awareness that Columbus is a vibrant city with many things to do reduces a significant barrier to the sales process (which impacts everyone who sells the city for education, talent recruitment, business relocations, etc.).

**Key Focus Areas:**
1. Growing sales and new markets
2. Continuing strategic development and connectivity
3. Telling the Columbus story through collaborative marketing
4. Assuring quality visitor experiences
5. Increasing partnership and membership
ANNUAL IMPACT OF THE TRAVEL ECONOMY IN COLUMBUS AND FRANKLIN COUNTY

Visitors directly spend
$7 billion in Columbus annually

Tourism supports
one in every 12 jobs in Franklin County

Visitors pay
$1.25 billion in local, state and federal taxes to support the arts, human services and economic development in Franklin County

EXPERIENCE COLUMBUS 2018 BUDGET OVERVIEW

ANOTHER RECORD-BREAKING YEAR FOR BED TAX

City of Columbus bed tax generated another record amount in 2018.

Bed tax funds support not only Experience Columbus and the Greater Columbus Sports Commission, but also cultural and arts programs, social services, affordable housing programs and the Franklin County Convention Facilities Authority.

ANOTHER RECORD-BREAKING YEAR
FOR BED TAX

$47.8 million bed tax revenue
△ 2.29% from 2017

EXPERIENCE COLUMBUS 2018 BUDGET OVERVIEW

Bed Tax - 71.1%
Franklin County - 14.2%
Member Dues - 6.5%
Programs - 6.6%
Contributed Services - 1.1%
Miscellaneous - 0.5%

Bed Tax - 71.1%
Franklin County - 14.2%
Member Dues - 6.5%
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Contributed Services - 1.1%
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$14.3M Actual Income
$14.2M Actual Expenditures

Sales and Marketing - 77.6%
Administrative - 9.8%
Support to GCSC* - 7.1%
Member Services - 3.8%
Facilities - 1.1%
Business Development - 0.4%
Outside Consulting - 0.2%

*Greater Columbus Sports Commission

SOURCE: Tourism Economics an Oxford Economics Company, The Economic Impact of Tourism in Columbus, 2017
The visitor industry is big business in Greater Columbus, and it continues to grow. In 2018, Experience Columbus and the Greater Columbus Sports Commission were responsible for booking 551,653 room nights. Credit for that success must be shared with our partners at local businesses and organizations who worked with us to bring their meetings and conventions to Columbus. Since 2012, the LEAD It Home initiative (formerly Make It Columbus) has resulted in bookings that represent more than 474,372 hotel room nights and an estimated $356 million in visitor spending.
Columbus is emerging as the next big destination for meetings, conventions, sporting events and trade shows. 2019 will be a year like no other as the city hosts the American Society of Association Executives (ASAE) Annual Meeting & Exposition.

#ASAE19 will draw over 5,000 attendees to Columbus August 10–13, filling 16,800 hotel rooms and generating more than $16 million in direct visitor spending. Visitor spending during a meeting or convention like ASAE supports a wide range of local businesses and jobs, while taxes generated support destination marketing, the arts, housing and human services.

Because many attendees have never been to the city, ASAE puts Columbus on the map with key decision makers and influencers planning meetings for their national associations. The ROI represents as much as $500 million in potential future revenue.

It’s clear, there has never been a more critical time to get engaged with the tourism economy, be informed about the business side of hospitality and raise the stakes on welcoming visitors. Visit experiencecolumbus.com/asae-in-cbus to learn how you can help demonstrate the city’s unmatched spirit of collaboration, innovation and diversity and provide the top-notch visitor experience that will make us a preferred destination.
### BY THE NUMBERS: 2018 PRODUCTION OVERVIEW

<table>
<thead>
<tr>
<th>Room Nights</th>
<th>Total Production</th>
<th>Convention Sales/Services</th>
<th>Group Tour</th>
<th>Greater Columbus Sports Commission</th>
</tr>
</thead>
<tbody>
<tr>
<td>553,653</td>
<td>110% of Quota</td>
<td>398,173</td>
<td>26,805</td>
<td>126,675</td>
</tr>
<tr>
<td></td>
<td>of Quota</td>
<td>110% of Quota</td>
<td>107% of Quota</td>
<td>107% of Quota</td>
</tr>
</tbody>
</table>

**ANNUAL MEETING**
- **720 Attended**

**THE MEMORIAL TOURNAMENT**
- **550 VIP Guests Hosted**

**Certified Tourism Ambassadors:**
- **703 New**
- **2,018 Active**
- **4,500 Trained**

**Membership**
- **1,038 Total Members**
- **130 New Members**
- **82.8% Retention**

**Events with Attendees**
- **15 Events with 764 Attendees**

**Visitors engage with us on:**
- [experiencecolumbus.com/blog](http://experiencecolumbus.com/blog)
- [experiencecolumbus.com/meetings-blog](http://experiencecolumbus.com/meetings-blog)
- [twitter.com/expcols](http://twitter.com/expcols)
- [instagram.com/experiencecolumbus](http://instagram.com/experiencecolumbus)
- [facebook.com/experiencecolumbus](http://facebook.com/experiencecolumbus)
According to the latest Columbus visitor research, visitors directly spent **$7 billion** in 2016, supporting **$9.7 billion** in overall economic impact. The tourism sector provides **78,000 jobs** in Columbus and Franklin County. That’s **one out of every 12 jobs**. And through state, local and federal tax revenue, tourism generates **$1.25 billion** to support the arts, human services and economic development in Franklin County. All of this represents a significant return on dollars invested in attracting visitors to our city.

In 2017, Greater Columbus welcomed **41.1 million visitors**, and 23 percent of them stayed at least one night. Visitors who stay overnight generally spend about three times more than someone who visits just for the day. Overnight stays were predominantly for leisure purposes (86 percent), and the remainder for business or a mix of business-leisure.

The top five sectors that benefit from all this visitor spending are:

- **Retail**: 30% of tourism sales ($1.7 B, 24,521 jobs)
- **Food & Beverage**: 24% of tourism sales ($1.3 B, 9,086 jobs)
- **Lodging**: 13% of tourism sales ($0.9 B, 8,541 jobs)
- **Transportation**: 15% of tourism sales ($1 B, 10,915 jobs)
- **Entertainment**: 18% of tourism sales ($1.3 B, 9,086 jobs)

**SOURCE**: Longwoods International, Columbus 2017 Visitor Report

**SOURCE**: Tourism Economics an Oxford Economics Company, The Economic Impact of Tourism in Columbus, 2017
EXPERIENCE COLUMBUS BOARD OF DIRECTORS

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* Denotes Executive Committee Member as of February 6, 2019
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Nicole Ayala, CTA  
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Kalee Barnhardt, CTA  
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Visitor Information Specialist

Maureen Emoff, CTA  
Visitor Information Specialist

Tony Pellerite, CTA  
Visitor Information Specialist

Marie Medford, CTA  
Tourism Coordinator

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Convention Services Manager

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Director, Events/Sponsorship Development

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Senior Events Manager

Katie Croysdale, CTA  
Events Manager

Casey Brown, CTA  
Partnership Services Manager

Keiana Mitchell, CTA  
Partnership Manager

Samantha Frew, CTA  
Strategic Development Coordinator

Staff list as of February 2019

Continued...
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Linda Shetina Logan, CSEE, CTA
Executive Director
Brenda Carter, CTA
Executive Assistant
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Director, Corporate Partnerships
Jeremy Leifel, CTA
Director, Business Development
Jenn Cartmille, M.S., IMC, CTA
Director, Marketing
Eric Archibald, CTA
Director, Events
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Michelle Mercer, CTA
Business Development Coordinator
Riley Neuheardt, CTA
Marketing Coordinator
Ariana Tyler, CTA
Events Manager
Erica Cornell, CTA
Events Coordinator
Amy Card, CTA
Receptionist/Office Manager

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Aimee Briley, CTA
Destination Specialist/Easton
Dave Cater, CTA
Destination Specialist/Easton
Danielle Hackworth, CTA
Destination Specialist/Easton
Maisie Hanley, CTA
Destination Specialist/Easton
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Destination Specialist/Arena District
Lou Tucci, CTA
Destination Specialist/Arena District
Erin Aluise, CTA
Destination Specialist/GCCC
Kiersten Curtis, CTA
Destination Specialist/GCCC
Carolyn Williams, CTA
Destination Specialist/GCCC
Financial support provided by the City of Columbus and Franklin County

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