

2018

Annual Report

EXPERIENCE
COLUMBUS



Experience Columbus' vision is to be the leading force in creating and revealing the best of the Columbus experience to the world.



Collaborative

Passionate

Strategic

Integrity

Motivated

LETTER

From the President and CEO

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

A STRATEGIC FRAMEWORK

For Columbus' Economic Growth: 2017-2020

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

CONTENTS



Annual Impact of the Travel Economy
Another Record-Breaking Year for Bed Tax
Experience Columbus 2018 Budget Overview



LEAD It Home
Greater Columbus Lodging Overview



Hosting ASAE Is a Defining Moment for Columbus



By the Numbers: 2018 Production Overview



Visitor Experience Pays Big Dividends

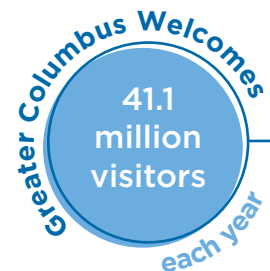


Experience Columbus Board of Directors



Experience Columbus Staff

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

ANOTHER RECORD-BREAKING YEAR FOR BED TAX

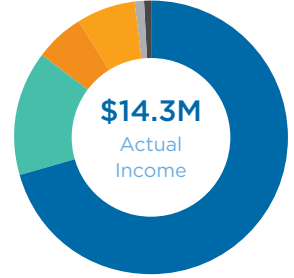
\$47.8 million
bed tax revenue

▲ 2.29%
from 2017

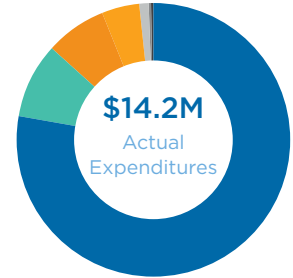
City of Columbus bed tax generated another record amount in 2018.

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.

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%



- 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

LEAD IT HOME

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**.



GREATER COLUMBUS LODGING OVERVIEW

Citywide Downtown



262

Total Hotels

16

Total Hotels



28,803

Total Rooms

4,086

Total Rooms



64.7%

Occupancy

▼ 1.2%

70.1%

Occupancy

▲ 1.5%



\$104.79

Average Daily
Rate

▲ 0.9%

\$149.64

Average Daily
Rate

▲ 0.3%

COLUMBUS

PROUD HOST


The Center for Association Leadership

2019

HOSTING ASAE IS A DEFINING MOMENT FOR COLUMBUS

20%

of association executives attending ASAE's Annual Meeting will book their own meeting in the host city in the next five years, representing

\$500M

in revenue for the host city.

5,300-5,750

total attendees (includes 3,200+ association professionals)



79%

are the final decision makers or have significant influence on the location of future meetings



ASAE members plan **376,000 meetings** that reach **200 million attendees**

\$16M

in visitor spending during the Annual Meeting

Room
Nights:

16,800



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




ANNUAL MEETING
720 Attended

THE MEMORIAL TOURNAMENT
550 VIP Guests Hosted



Visitors engage with us on:

 experiencecolumbus.com/blog
experiencecolumbus.com/meetings-blog

 twitter.com/expcols

 [instagram.com/experiencecolumbus](https://www.instagram.com/experiencecolumbus)

 [facebook.com/experiencecolumbus](https://www.facebook.com/experiencecolumbus)



PUBLIC RELATIONS

315

LEISURE
MEDIA CLIPS



59

MEETINGS
MEDIA CLIPS



192

LOCAL
MEDIA CLIPS



66

Writers
Hosted

5

Media FAM
Trips

COLUMBUS TRAILS



LEISURE CAMPAIGN



VISITOR
SERVICES

64,961

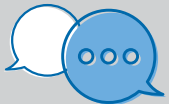
Visitor Center
Guests

11,402

Volunteers

94

Registered
Groups/Events
for Volunteers



INTERACTIVE



Website

1,347,211

visits

▲ 11.4%

(experiencecolumbus.com)



Instagram

58,766

followers

174,864

interactions

▲ 12%



Facebook

119,127

followers

184,400

interactions

▲ 40%



Twitter

105,706

followers

79,652

interactions

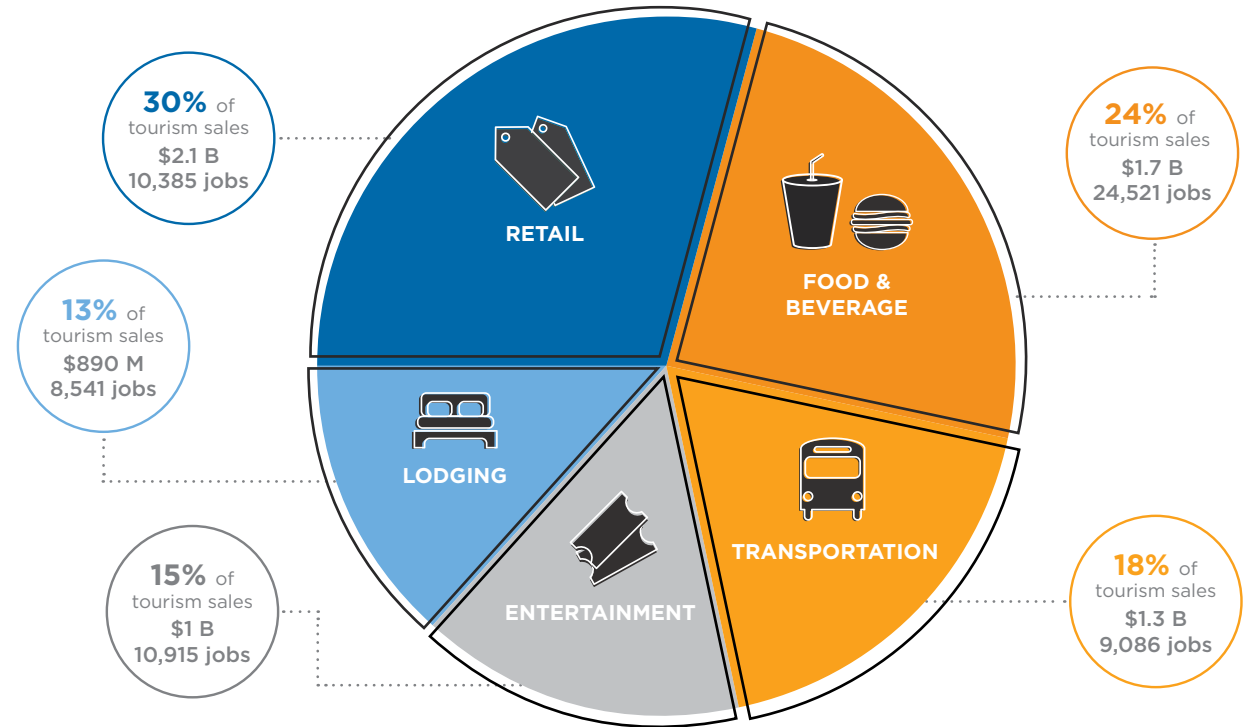
▲ 14%

VISITOR EXPERIENCE PAYS BIG DIVIDENDS

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:



EXPERIENCE COLUMBUS BOARD OF DIRECTORS

Jane Grote Abell, CTA *

Donatos

Beau Arnason, CTA

Steiner + Associates, Inc.

Frederic Bertley

COSI

Michael S. Brown, CTA

Columbus City Council

Chris Coffin, CTA

Hilton Columbus Downtown

Janelle N. Coleman *

L Brands Foundation, L Brands, Inc.

Greg Davies

City of Columbus, Mayor's Office

Brian J. Ellis, CTA *

Nationwide Realty Investors

Lisa Garner, CTA *

Marriott & Residence Inn Columbus University Area

Mike Gonsiorowski, CTA

PNC

Bruce Harkey, CTA

Franklin Park Conservatory and Botanical Gardens

Dale E. Heydlauff, CTA

AEP

Erik Janas

Franklin County Board of Commissioners

Tom Katzenmeyer, CTA *

Greater Columbus Arts Council

Cathy Lyttle, CTA * (Chair)

Worthington Industries

Traci Martinez, CTA *

Squire Patton Boggs

Bruce A. McPheron, Ph.D.

The Ohio State University

Karen J. Morrison J.D., M.S.

OhioHealth Foundation, OhioHealth

Ken Paul, CTA

City of Columbus, Mayor's Office

Joel Pizzuti

The Pizzuti Companies

Bill Remias

Huntington Bancshares Incorporated

Carrie Richards, CTA

Hilton Columbus At Easton

Joe Savarise, CTA

Ohio Hotel & Lodging Association

Robert Shenton, CTA *

(Immediate Past Chair)

Plante Moran

Steve Stewart, CTA

Hyatt Regency Columbus

Doug Ulman

Pelotonia

Kenneth Wilson, CTA

Franklin County Board of Commissioners

Katie Wolfe Lloyd

The Dispatch Printing Company

EX-OFFICIO DIRECTORS

Don Brown, CTA

Franklin County Convention Facilities Authority

James E. Kunk, CTA

Huntington National Bank

Steve Lyons

The Columbus Partnership

Joseph Nardone

Columbus Regional Airport Authority

Guy Worley, CTA

Columbus Downtown Development & Capitol South Urban Redevelopment

DIRECTORS EMERITI

Joseph Alutto

The Ohio State University

Sandy Harbrecht

Paul Werth Associates

Douglas F. Kridler

The Columbus Foundation

** Denotes Executive Committee Member as of February 6, 2019*

EXPERIENCE COLUMBUS STAFF

Brian Ross, CTA

President & CEO

Nicole Ayala, CTA

Senior Executive Assistant

ADMINISTRATION

Jodi Beekman, CPA, CTA

Vice President, Finance & Administration

Dave Burgan, CTA

Director, Information Technology

Jennifer McCallum, SPHR, CEBS, CTA

Director, Human Resources

Roberta Stewart, CTA

Accounting Administrator

CONVENTION SALES

Dan Williams, CTA

Vice President, Sales

Angela Hammond, CASE, CTA

Senior Director, Convention Sales

Duane Gibson, CTA

Director, Washington D.C. Regional Sales

Amy Frazer, CTA

Director, Chicago Regional Sales

Kalee Barnhardt, CTA

Director, Washington D.C. Regional Sales

Arica Billing, CMP, CTA

National Sales Manager

Celia Anderson, CTA

National Sales Manager

Gina Predovich, CTA

National Sales Manager

Leah Zender, CTA

National Sales Manager

Kerri Pollet, CASE, CTA

Sales Manager

Taylor Savage, CTA

Sales Manager

Maggie Hester, CTA

Market Analyst

Lauren Herring, CTA

Sales Coordinator

Amanda Chiodo, CTA

Sales Assistant

Alison Edwards, CTA

Sales Assistant

Crystal Hurley, CTA

Sales Assistant

CONVENTION SERVICES

Bill Behrens, CMP, CTA

Director, Convention Services

Sharon Levine, CMP, CTA

Convention Services Manager

Diane Share, CMP, CTA

Convention Services Manager

Renee Scott, CTA

Housing Coordinator

Hannah Henthorne, CTA

Convention Services Manager

Zach Warmouth, CTA

Convention Services Coordinator

TOURISM

Kari Kauffman, CTA

Vice President, Tourism

Michelle Wilson, CTA

Director, Visitor Experience

Roger Dudley, CTA

Director, Tourism Sales

Alexis Perrone, CTA

Senior Visitor Services Manager

Roxanne Martin, CTA

Visitor Information Specialist

Maureen Emoff, CTA

Visitor Information Specialist

Tony Pellerite, CTA

Visitor Information Specialist

Marie Medford, CTA

Tourism Coordinator

MARKETING

Amy Tillinghast, CTA

Vice President, Marketing

Amee BellWanzo, CTA

Director, Marketing

Megumi Robinson, CTA

Director, Public Relations

Joe Vargo, CTA

Director, Interactive Marketing

Lexi Sweet, CTA

Public Relations Manager

Jenna Craig, CTA

Marketing Manager

Michelle Ford, CTA

Marketing Manager

Audrey Hall, CTA

Graphic Designer

Shannon Jack, CTA

Public Relations Coordinator

Mariah West, CTA

Marketing Coordinator

STRATEGIC DEVELOPMENT

Charles Hill, CTA

Vice President, Strategic Development

Taylor Ray Orsbon, CTA

Director of Development

Carol Allarding, CMP, CTA

Director, Events/Sponsorship
Development

Katie Suty, CMP, CTA

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

EXPERIENCE COLUMBUS STAFF

GREATER COLUMBUS SPORTS COMMISSION

Linda Shetina Logan, CSEE, CTA
Executive Director

Brenda Carter, CTA
Executive Assistant

Brian Timm, CSEE, CTA
Director, Corporate Partnerships

Jeremy Leifel, CTA
Director, Business Development

Jenn Cartmille, M.S., IMC, CTA
Director, Marketing

Eric Archibald, CTA
Director, Events

Lauren McCarty, CTA
Business Development Manager

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

VISITOR CENTER STAFF

Ashley Baker, CTA
Destination Specialist/Easton

Aimee Briley, CTA
Destination Specialist/Easton

Dave Cater, CTA
Destination Specialist/Easton

Danielle Hackworth, CTA
Destination Specialist/Easton

Maisie Hanley, CTA
Destination Specialist/Easton

Katie Henry, CTA
Destination Specialist/Easton

Chaney Pavelka, CTA
Destination Specialist/Easton

Lisa Sinclair, CTA
Destination Specialist/Easton

Trish Wirt, CTA
Destination Specialist/Easton

Stephen LaVelle, CTA
Destination Specialist/Arena District

Susan Pocta, CTA
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



Experience Columbus Corporate Partners



277 W. Nationwide Blvd., Ste. 125
Columbus, OH 43215
experiencecolumbus.com