

OUR CITY. OUR TIME.

2019 ANNUAL REPORT

EXPERIENCE
COLUMBUS

LETTER FROM EXPERIENCE COLUMBUS PRESIDENT AND CEO

Dear Community Partners,

What a tremendous year it has been! We started on a high note by being named among “52 Places to Go in 2019” by *The New York Times*, and by year’s end we had broken records in nearly every aspect of what we do.

Bolstered by the first full year of operation for National Veterans Memorial and Museum, a completely reimaged Chihuly exhibit at Franklin Park Conservatory and Botanical Gardens and an exciting new 16-acre development at Easton that took place during the shopping center’s 20th anniversary, 2019 was the year of Columbus. Our public relations team hosted a prestigious group of 55 freelance travel writers in May and the positive press has only just begun, with coverage in outlets including *Delta Sky*, *Rachael Ray Every Day*, *USA Today*, *Lonely Planet* and more. Plus, *Travel Channel* declared our city one of its top 10 domestic destinations to travel in 2020.

Of course, our team’s biggest achievement of the year was hosting the 2019 ASAE Annual Meeting & Exposition in August, which has been called the “best annual meeting ever” by its leadership team and attendees. Social media was flooded with positive comments and love for Columbus during the event. As a result of our success with ASAE, plus the anticipated 468-room expansion of the Hilton Columbus Downtown, we have secured PCMA’s 2023 Convening Leaders Annual Meeting.

There’s absolutely no way to do what we do without the support of our community. This is clear to us in the interactions we have with you each day—and based on feedback we received—was clear to ASAE attendees as well. We appreciate the continued support of the City of Columbus and Franklin County, as well as our many partners. We look forward to continuing to raise Columbus’ national and international profile as a vibrant destination for leisure travel and large conventions.

Sincerely,



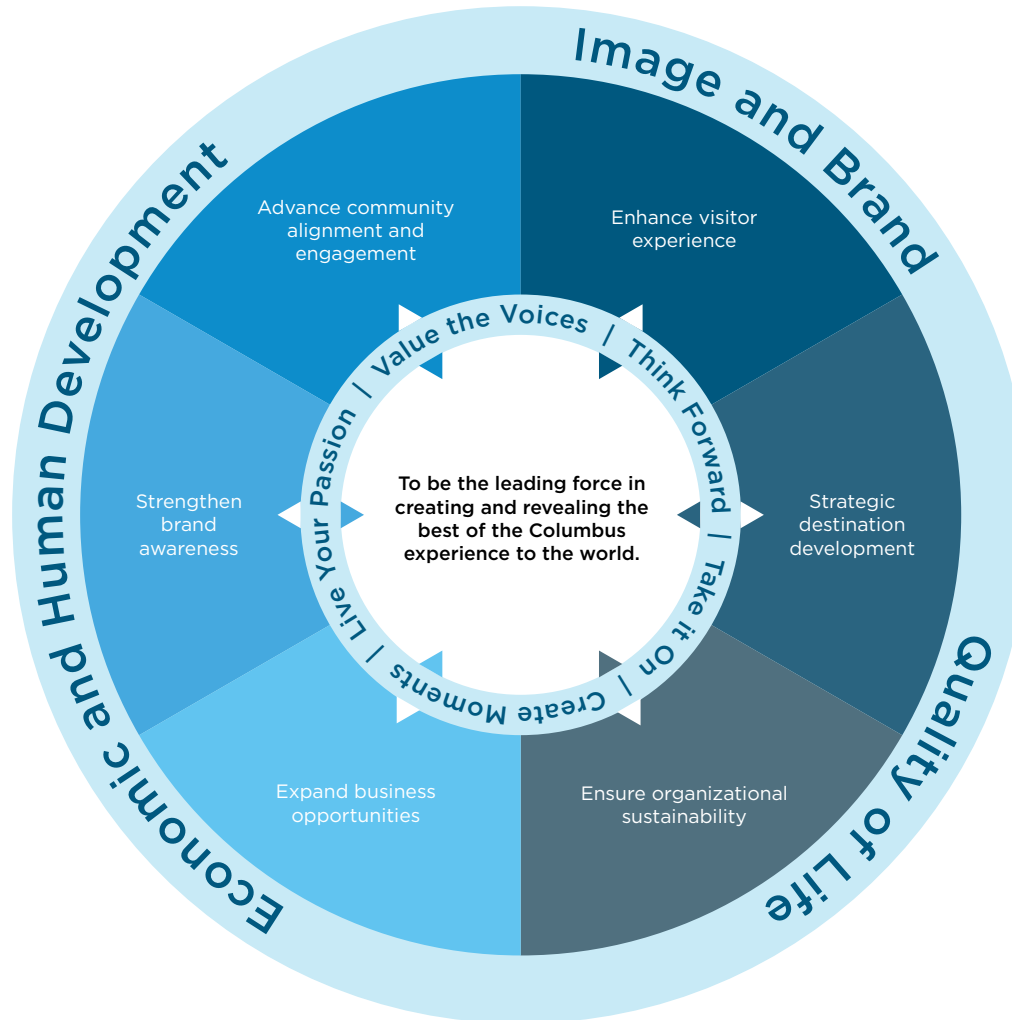
BRIAN ROSS, CTA
President and CEO



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STRATEGIC FRAMEWORK: 2019-2025





Greater Columbus welcomes
42 MILLION VISITORS
each year

Visitors directly spend
\$7 BILLION
in Columbus annually

Tourism supports
78,000 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.

ANNUAL IMPACT OF THE TRAVEL ECONOMY IN COLUMBUS AND FRANKLIN COUNTY

A RECORD-BREAKING YEAR FOR BED TAX

\$49.7 million
bed tax revenue

up 3.81%
from 2018



GREATER COLUMBUS LODGING OVERVIEW

CITYWIDE

266

Total Hotels

29,267

Total Rooms

66.5%

Occupancy
△ 2.4%

\$106.61

Average Daily Rate
△ 1.7%

DOWNTOWN

19

Total Hotels

4,542

Total Rooms

67.5%

Occupancy
△ 3.8%

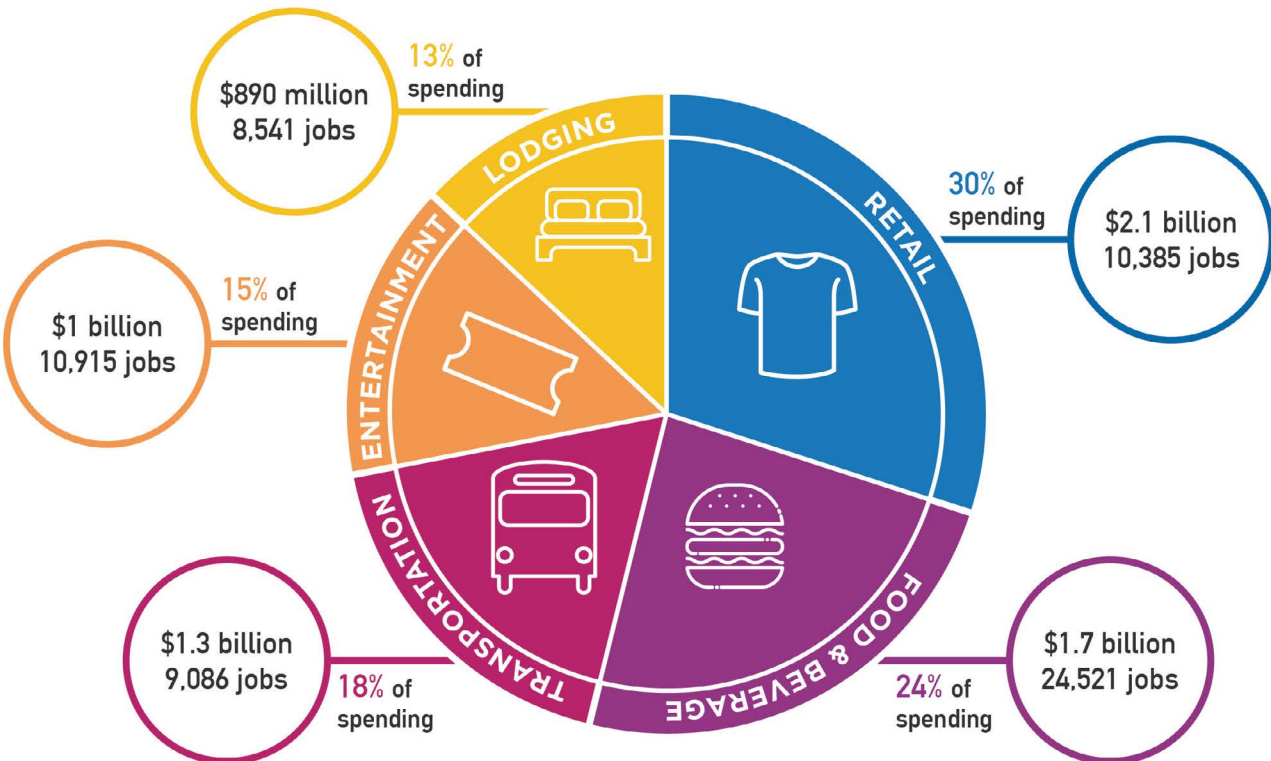
\$154.82

Average Daily Rate
△ 3.5%

SOURCE: Tourism Economics an Oxford Economics Company,
The Economic Impact of Tourism in Columbus, 2017

VISITOR EXPERIENCE PAYS BIG DIVIDENDS

THE TOP FIVE SECTORS THAT BENEFIT FROM VISITOR SPENDING ARE:



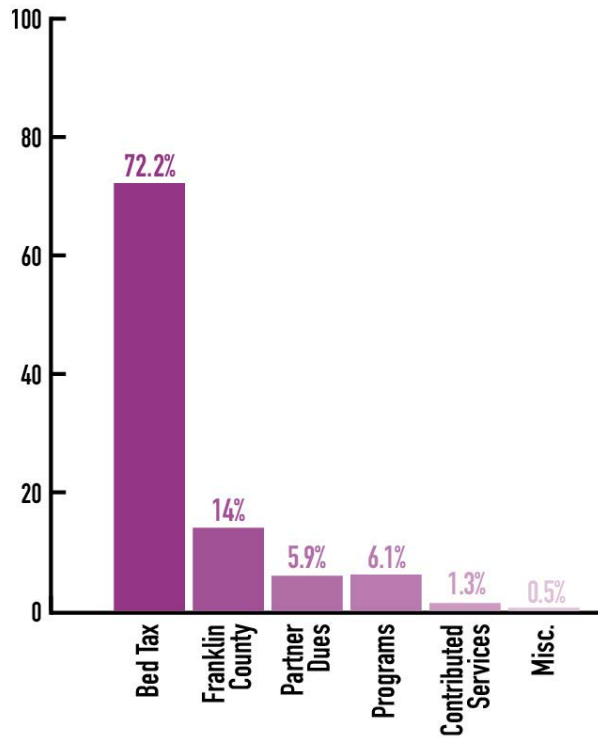
SOURCE: Tourism Economics, an Oxford Economics Company, The Economic Impact of Tourism in Columbus, 2017



EXPERIENCE COLUMBUS 2019 BUDGET OVERVIEW

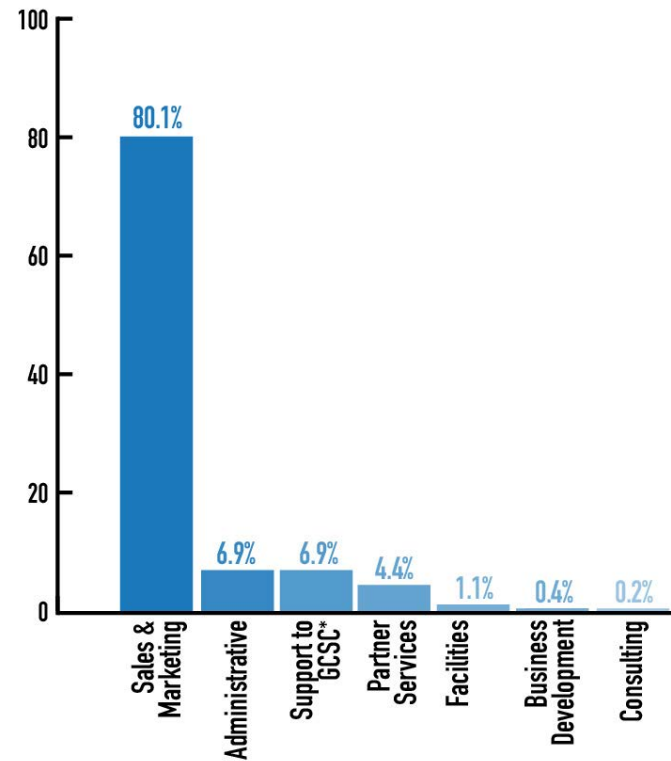
ACTUAL INCOME

\$14.5 MILLION



ACTUAL EXPENDITURES

\$14.6 MILLION



* Greater Columbus Sports Commission

ASAE 2019 ANNUAL MEETING & EXPOSITION: BY THE NUMBERS



5,476 attendees

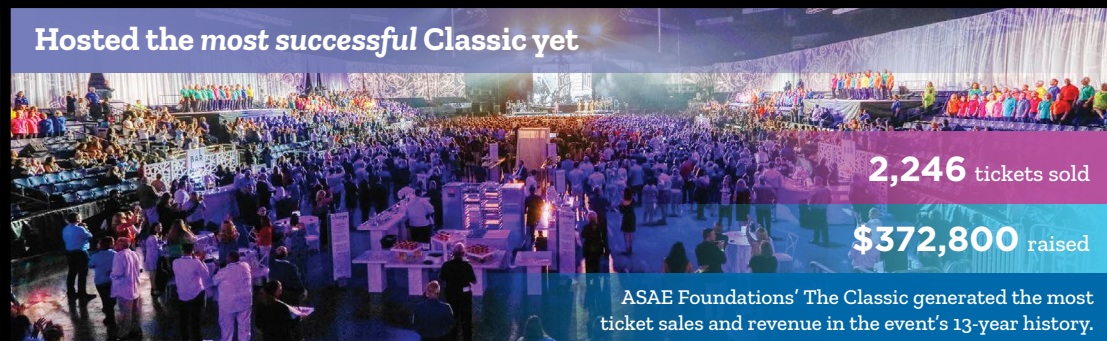
81% have never held a meeting in Columbus

75% were final decision-makers

28% were first-time attendees

20% of attendees will plan a meeting in Columbus in the next **5-10 years**, potentially generating over **\$500 million** of economic impact from future meetings and conventions for Columbus.

Hosted the most successful Classic yet



2,246 tickets sold

\$372,800 raised

ASAE Foundations' The Classic generated the most ticket sales and revenue in the event's 13-year history.

\$16 million
in estimated revenue for Columbus

\$30,188
raised for the Columbus community by ASAE attendee volunteer activities



RECORD-BREAKING

600 volunteers

1,000 shifts



60+ dedicated community partners



In the News



42 articles

18 million+ media impressions



ATTENDEES WERE BLOWN AWAY!



“We tend to be a picky bunch, but your well-trained volunteers ... plus great restaurants, won us over.”

– @kristinclarkeva

“ASAE has had some great hosts, but you may be the friendliest and most welcoming yet!”

– @kristenkess

“I’ve been on-site for less than 6 hours and love your convention centre so much!”

– @lindsaythecmp

“Wow – what a gorgeous stroll on the Scioto River downtown. Great location for all the inspiration, insights, conversations and connections coming over the next 4 days!”

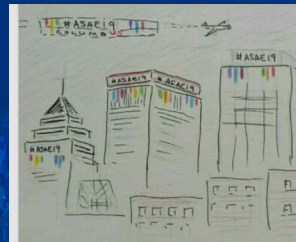
– @HeatherPownall

“The volunteers, Uber drivers, store shop owners, convention centre, and hotel staff have 100% bought in and it’s magical.”

– @ottawalesley

“Amazing end to an amazing few days in Columbus. @ASAEannual has been a fantastic experience. Heading back to the UK full of motivation and ideas! See you in Vegas!”

– @ThereseDolan



10 likes

📍 Tanya Kennedy Luminati The view from my Holiday Inn room, modified to reflect what it feels like here in Columbus. ASAE everywhere! #artofasae



Allison Abayasekera @abayasekera

Truly living my best life at #ASAE19 🙌❤️

“Talk about promises that set the bar high and then over deliver – that was Columbus!”

“The convention center is honestly a dream layout. Both attendees and staff said that the center was so easy to navigate.”

“We appreciate all the care and attention [Columbus] paid to our members and attendees. I guarantee they will not forget their incredible experience in [the] fabulous city of COLUMBUS!”

“I have to give a BIG shout out to the most unbelievable food and beverage design and delivery by Levy. I have never seen anything as spectacular in quality and presentation in my entire career.”

“People exclaimed what a great experience this ASAE Annual Meeting was and the reoccurring theme we are hearing is, ‘I think this was the BEST ASAE Annual Meeting ever!’ and ... I agree.”

– Amy Ledoux, CAE, CMP | Senior Vice President, Meetings, Expositions & Events | ASAE



2019 BY THE NUMBERS: HOTEL & CONVENTION BOOKINGS

ROOM NIGHTS

506,492

Total
Production

341,471

Convention
Sales/Services

29,036

Group Tour

135,985

Greater Columbus
Sports Commission

405

Booked Conventions,
Meetings, Trade
Shows and Events

72

Site Visits with
Meeting Professionals
Representing

262,769

Room Nights

70

Prospective Clients
Hosted During

13

FAM Tours

28

Industry Trade Shows,
Events and Sales
Missions Attended

638

Meeting Professionals
Served While
Holding Events In
Columbus



2019 BY THE NUMBERS: TOURISM & PARTNERSHIP

COLUMBUS TRAILS



VISITOR SERVICES

66,719
Visitor Center
Guests

12,318
Volunteers

90
Registered Groups/
Events for Volunteers



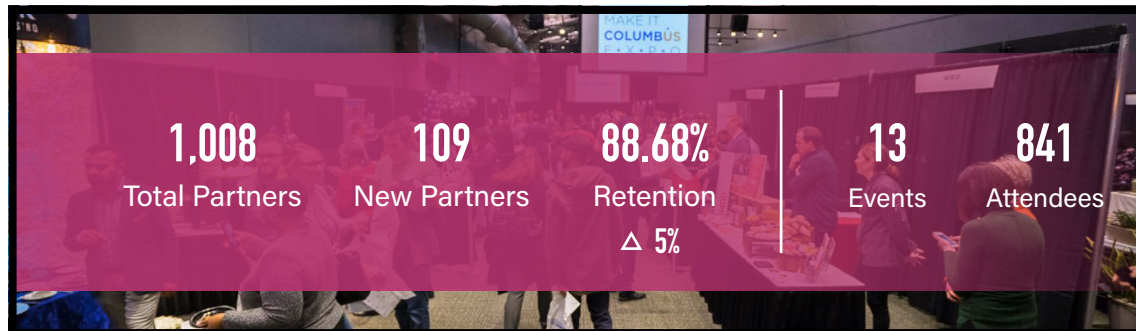
CERTIFIED TOURISM AMBASSADORS

706
New

2,181
Active

5,787
Trained
(to Date)

PARTNERSHIP



2019 BY THE NUMBERS: PUBLIC RELATIONS

453
Leisure
Media Clips

1B
Impressions

57
Meetings
Media Clips

1M
Impressions

246
Local
Media Clips

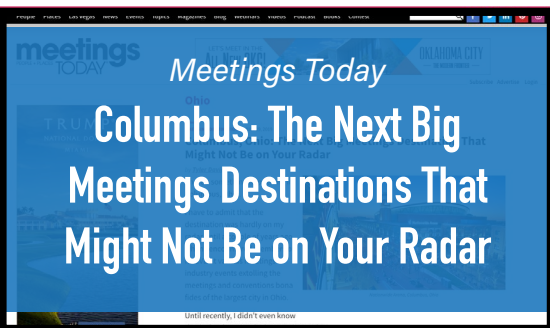
57M
Impressions

756
Total
Media Clips

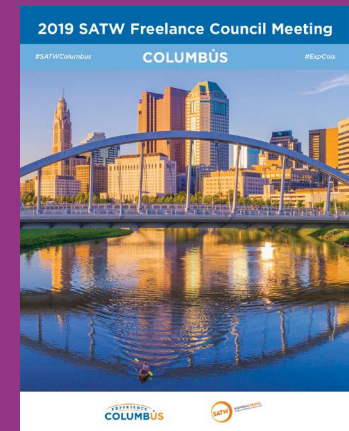
1.1B
Impressions



MEDIA ACCOLADES



SATW FREELANCE COUNCIL



Hosted the 2019 Society of American Travel Writers Freelance Council Meeting, welcoming **44 freelance travel writers and 11 editors** to Columbus.

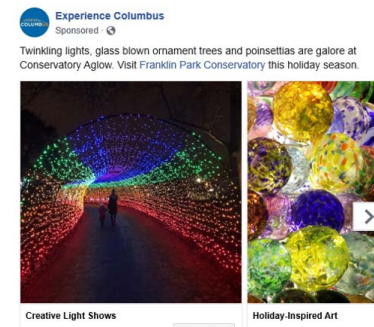
2019 BY THE NUMBERS: MARKETING

MEETINGS & CONVENTIONS ADVERTISING

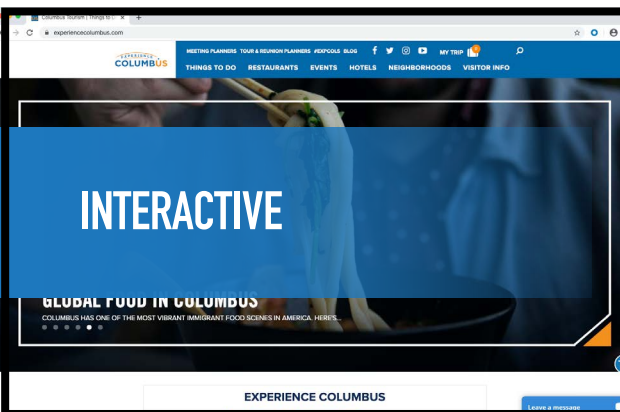


IMPRESSIONS
14.7 million

LEISURE ADVERTISING



IMPRESSIONS
92.8 million



WEBSITE
1,474,606
visits
(experiencecolumbus.com)

Visitors also engage with us on:
experiencecolumbus.com/blog
meet.experiencecolumbus.com

INSTAGRAM
62,700
followers
187,752
interactions
instagram.com/
experiencecolumbus

FACEBOOK
109,500
followers
404,894
interactions
facebook.com/
experiencecolumbus

TWITTER
106,900
followers
41,500
interactions
twitter.com/expcols

EXPERIENCE COLUMBUS BOARD OF DIRECTORS

Jane Grote Abell, CTA
Donatos

Beau Arnason, CTA
Steiner + Associates, Inc.

Mary Auch
PNC

Frederic Bertley, CTA*
COSI

Michael S. Brown, CTA
Columbus City Council

Chris Coffin, CTA
Hilton Columbus Downtown

Janelle N. Coleman*
Columbus Zoo and Aquarium

Brian J. Ellis, CTA*
Nationwide Realty Investors

Lisa Garner, CTA*
Marriott & Residence Inn Columbus University Area

Bruce Harkey, CTA
Franklin Park Conservatory and
Botanical Gardens

Dale E. Heydlauff, CTA
AEP

Sue Jablonski
OhioHealth

Tom Katzenmeyer, CTA
Greater Columbus Arts Council

Cathy Lyttle, CTA* (Chair)
Worthington Industries

Traci Martinez, CTA*
Squire Patton Boggs

Bruce A. McPherson, Ph.D.
The Ohio State University

Ken Paul, CTA*
City of Columbus, Mayor's Office

Joel Pizzuti
The Pizzuti Companies

Bill Remias, CTA
Huntington National Bank

Carrie Richards, CTA
Hilton Columbus at Easton

Christopher Ruess
Capitol Square, Ltd.

Joe Savarise, CTA
Ohio Hotel & Lodging Association

Robert Shenton, CTA*
(Immediate Past Chair)
Plante Moran

Steve Stewart, CTA
Hyatt Regency Columbus

Dan Sullivan*
HNS Sports Group, LLC

Doug Ulman*
Pelotonia

Kenneth Wilson, CTA*
Franklin County Board of Commissioners

EX-OFFICIO DIRECTORS

Don Brown, CTA
Franklin County Convention Facilities Authority

James E. Kunk, CTA
Retired - Huntington National Bank

Kenny McDonald
One Columbus

Joseph Nardone
Columbus Regional Airport Authority

Guy Worley, CTA
Columbus Downtown Development & Capitol South
Urban Redevelopment

DIRECTORS EMERITI

Joseph Alutto, CTA
The Ohio State University

Sandy Harbrecht
Paul Werth Associates

Douglas F. Kridler
The Columbus Foundation

* Denotes Executive Committee Member as of Feb. 1, 2020

EXPERIENCE COLUMBUS TEAM

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

Sarah Accountius, CTA

Accounting Administrator

Roberta Stewart, CTA

Accounting Administrator

CONVENTION SALES**Dan Williams, CTA**

Vice President, Sales

Angela Hammond, CASE, CTA

Senior Director, Convention Sales

Kalee Barnhardt, CTA

Director, Washington D.C. Regional Sales

Amy Frazer, CTA

Director, Chicago Regional Sales

Arica Billing, CMP, CTA

National Sales Manager

Gina Predovich, CTA

National Sales Manager

Taylor Savage, CTA

National Sales Manager

Leah Zender, CTA

National Sales Manager

Lauren Herring, CTA

Sales Manager

Kerri Pollet, CASE, CTA

Sales Manager

Maggie Blake, CTA

Market Analyst

Amanda Chiodo, CTA

Sales Coordinator

Crystal Pitakos, CTA

Sales Coordinator

Alannah Jewel, 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

Hannah Henthorne, CTA

Convention Services Manager

Renee Scott, CTA

Housing Coordinator

Zach Warmouth, CTA

Convention Services Coordinator

TOURISM**Kari Kauffman, CTA**

Vice President, Tourism

Roger Dudley, CTA

Director, Tourism Sales

Michelle Wilson, CTA

Director, Visitor Experience

Alexis Perrone, CTA

Senior Visitor Services Manager

Kaela Krise, CTA

Tourism Sales Manager

Maureen Emoff, CTA

Visitor Information Specialist

Roxanne Martin, CTA

Visitor Information Specialist

Marie Kuess, CTA

Tourism Coordinator

MARKETING**Sarah Townes, CTA**

Vice President, Marketing

Amee BellWanzo, CTA

Director, Marketing

Megumi Robinson, CTA

Director, Public Relations

Joe Vargo, CTA

Director, Interactive Marketing

Jenna Craig, CTA

Marketing Manager

Michelle Ford, CTA

Marketing Manager

Lexi Sweet, CTA

Public Relations 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

Carol Allarding, CMP, CTA

Director, Events/Sponsorship Development

Taylor Ray Orsbon, CTA

Director of Development

Katie Suty, CMP, CTA

Senior Events Manager

Casey Blazer, CTA

Partnership Services Manager

Katie Croysdale, CTA

Events Manager

Keiana Mitchell, CTA

Partnership Manager

Samantha Frew, CTA

Strategic Development Coordinator

Continued...

EXPERIENCE COLUMBUS TEAM

GREATER COLUMBUS SPORTS COMMISSION

Linda Shetina Logan, CSEE, CTA
Executive Director

Celia Anderson, CTA
Director, Business Development

Eric Archibald, CTA
Director, Events

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

Brian Timm, CSEE, CTA
Director, Corporate Partnerships

Amy Card, CTA
Office Manager/Executive
Director Support

Brenda Carter, CTA
Partnership Services Manager

Ariana Tyler, CTA
Events Manager

Riley Neuheardt, CTA
Marketing Specialist

Erica Cornell, CTA
Events Coordinator

Mason Zimmer
Business Development Assistant

VISITOR CENTER

Aimee Briley, CTA
Destination Specialist

Alyssa Johnson, CTA
Destination Specialist

Anna Wagner, CTA
Destination Specialist

Ashley Baker, CTA
Destination Specialist

Bethany Chaddock, CTA
Destination Specialist

Carolyn Williams, CTA
Destination Specialist

Claire Jennings, CTA
Destination Specialist

David Cater, CTA
Destination Specialist

Erin Aluise, CTA
Destination Specialist

Hilary Hawk, CTA
Destination Specialist

Katie Henry, CTA
Destination Specialist

Kiersten Curtis, CTA
Destination Specialist

Lexi Schultz, CTA
Destination Specialist

Lisa Sinclair, CTA
Destination Specialist

Louis Tucci, CTA
Destination Specialist

Maisie Hanley, CTA
Destination Specialist

Marceline Dyer, CTA
Destination Specialist

Rodger Nourse, CTA
Destination Specialist

Sarah Varughese, CTA
Destination Specialist

Stephen LaVelle, CTA
Destination Specialist

Susan Pocta, CTA
Destination Specialist

Trish Wirt, CTA
Destination Specialist



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Experience Columbus Corporate Partners



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