OUR CITY. OUR TIME.
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 reimagined 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
STRATEGIC FRAMEWORK: 2019–2025

To be the leading force in creating and revealing the best of the Columbus experience to the world.

- Advance community alignment and engagement
- Enhance visitor experience
- Strengthen brand awareness
- Expand business opportunities
- Ensure organizational sustainability
- Strategic destination development
- Think Forward
- Take it On
- Create Moments
- Live Your Passion
- Value the Voices

Annual Impact of the Travel Economy
Bed Tax and Lodging Overview
Benefitting Sectors of Bed Tax
2019 Budget Overview
ASAE 2019
By the Numbers
Experience Columbus Board of Directors
Experience Columbus Staff
Experience Columbus Corporate Partners
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:

- Lodging: $890 million, 8,541 jobs, 13% of spending
- Retail: $2.1 billion, 10,385 jobs, 30% of spending
- Transportation: $1 billion, 10,915 jobs, 15% of spending
- Food & Beverage: $1.3 billion, 9,086 jobs, 18% of spending
- Entertainment: $1.7 billion, 24,521 jobs, 24% of spending

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

- Bed Tax: 72.2%
- Franklin County: 14%
- Partner Dues: 5.9%
- Programs: 6.1%
- Contributed Services: 1.3%
- Misc.: 0.5%

**ACTUAL EXPENDITURES**

$14.6 MILLION

- Sales & Marketing: 80.1%
- Administrative: 6.9%
- Support to GCSC: 6.9%
- Partner Services: 4.4%
- Facilities: 1.1%
- Business Development: 0.4%
- Consulting: 0.2%

* Greater Columbus Sports Commission
ASAE 2019 ANNUAL MEETING & EXPOSITION: BY THE NUMBERS

5,476 attendees
75% were final decision-makers
28% were first-time attendees

81% have never held a meeting in Columbus

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

Hosted the most successful Classic yet

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.

In the News
60+ dedicated community partners

RECORD-BREAKING
600 volunteers
1,000 shifts

42 articles
18 million+ media impressions
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

"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!"

"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."

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

ATTENDEES WERE BLOWN AWAY!
<table>
<thead>
<tr>
<th><strong>2019 BY THE NUMBERS: HOTEL &amp; CONVENTION BOOKINGS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ROOM NIGHTS</strong></td>
</tr>
<tr>
<td>506,492 Total Production</td>
</tr>
<tr>
<td>341,471 Convention Sales/Services</td>
</tr>
<tr>
<td>29,036 Group Tour</td>
</tr>
<tr>
<td>135,985 Greater Columbus Sports Commission</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>OTHER FIGURES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>405 Booked Conventions, Meetings, Trade Shows and Events</td>
</tr>
<tr>
<td>72 Site Visits with Meeting Professionals Representing</td>
</tr>
<tr>
<td>262,769 Room Nights</td>
</tr>
<tr>
<td>70 Prospective Clients Hosted During</td>
</tr>
<tr>
<td>13 FAM Tours</td>
</tr>
<tr>
<td>28 Industry Trade Shows, Events and Sales Missions Attended</td>
</tr>
<tr>
<td>638 Meeting Professionals Serviced While Holding Events In Columbus</td>
</tr>
</tbody>
</table>
## 2019 By the Numbers: Tourism & Partnership

### Columbus Trails

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor Center Guests</td>
<td>66,719</td>
</tr>
<tr>
<td>Volunteers</td>
<td>12,318</td>
</tr>
<tr>
<td>Registered Groups/Events</td>
<td>90</td>
</tr>
</tbody>
</table>

### Visitor Services

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Redemptions</td>
<td>1,406</td>
</tr>
<tr>
<td>Redemptions</td>
<td>1,521</td>
</tr>
<tr>
<td>Redemptions</td>
<td>135</td>
</tr>
</tbody>
</table>

### Columbus Trails

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>New</td>
<td>706</td>
</tr>
<tr>
<td>Active</td>
<td>2,181</td>
</tr>
<tr>
<td>Trained (to Date)</td>
<td>5,787</td>
</tr>
</tbody>
</table>

### Certified Tourism Ambassadors

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>New</td>
<td>1,008</td>
</tr>
<tr>
<td>Active</td>
<td>109</td>
</tr>
<tr>
<td>Retention</td>
<td>88.68%</td>
</tr>
<tr>
<td>Events</td>
<td>841</td>
</tr>
<tr>
<td>Attendees</td>
<td>13</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Partners</td>
<td>109</td>
</tr>
<tr>
<td>New Partners</td>
<td>13</td>
</tr>
<tr>
<td>Events</td>
<td>841</td>
</tr>
<tr>
<td>Attendees</td>
<td>13</td>
</tr>
</tbody>
</table>
2019 BY THE NUMBERS: PUBLIC RELATIONS

Leisure Media Clips: 453

Meetings Media Clips: 57

Local Media Clips: 246

Total Media Clips: 756

Impressions:
- Leisure: 1B
- Meetings: 1M
- Local: 57M
- Total: 1.1B

Media FAM Trips: 4

Media Clips:
- The New York Times: 52 Places to Go in 2019
- The New York Times: 32 Places to Go (and Eat) in 2019
- Meetings Today: Columbus: The Next Big Meetings Destinations That Might Not Be on Your Radar
- Orbitz: Why Columbus is the place to be right now

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

LEISURE ADVERTISING

IMPRESSIONS
14.7 million

IMPRESSIONS
92.8 million

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

INSTAGRAM
62,700 followers
187,752 interactions

FACEBOOK
109,500 followers
404,894 interactions

TWITTER
106,900 followers
41,500 interactions

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

experiencecolumbus.com
facebook.com/experiencecolumbus
instagram.com/experiencecolumbus
twitter.com/expcols

2019 was the year to think bigger because more is possible in Columbus. With a modern convention center that puts attendees just steps from a world-class arena and in the heart of a vibrant entertainment district, inspiration is everywhere. Consider planning your next meeting or event with us, and let your imagination take flight.

ExperienceColumbus.com/directsell

Simple family outings are elevated to vivid, timeless memories in Columbus. Share the wonder of our science center. Head to our incredible zoo and aquarium to connect with wildlife from around the globe. And explore welcoming neighborhoods home to only-in-Columbus dining, shops and festivals. Plan your getaway today.

FACEBOOK:
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TWITTER:
twitter.com/expcols

WEBSITE:
experiencecolumbus.com/blog
meet.experiencecolumbus.com

Interactive experiences:
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Frederic Bertley, CTA*
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The Pizzuti Companies

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Hilton Columbus at Easton

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HNS Sports Group, LLC

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

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Retired - Huntington National Bank

Kenny McDonald
One Columbus

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

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The Ohio State University

Sandy Harbrecht
Paul Werth Associates

Douglas F. Kridler
The Columbus Foundation

* Denotes Executive Committee Member as of Feb. 1, 2020
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Nicole Ayala, CTA
Senior Executive Assistant

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Accounting Administrator
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Accounting Administrator

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Senior Director, Convention Sales
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Director, Washington D.C. Regional Sales
Amy Frazer, CTA
Director, Chicago Regional Sales
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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

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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
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Michelle Wilson, CTA
Director, Visitor Experience
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Senior Visitor Services Manager
Kaela Krise, CTA
Tourism Sales Manager
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Roxanne Martin, CTA
Visitor Information Specialist
Marie Kuees, CTA
Tourism Coordinator

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Director, Interactive Marketing
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Marketing Manager
Michelle Ford, CTA
Marketing Manager
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Public Relations Manager
Audrey Hall, CTA
Graphic Designer
Shannon Jack, CTA
Public Relations Coordinator
Mariah West, CTA
Marketing Coordinator

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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

Staff list as of Feb. 10, 2020
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

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Destination Specialist
Alyssa Johnson, CTA
Destination Specialist
Anna Wagner, CTA
Destination Specialist
Ashley Baker, CTA
Destination Specialist
Bethany Chaddock, CTA
Destination Specialist
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Destination Specialist
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Destination Specialist
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Destination Specialist
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Destination Specialist
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Destination Specialist
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Destination Specialist
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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

Staff list as of Feb. 10, 2020
Financial support provided by the City of Columbus and Franklin County

Experience Columbus Corporate Partners

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Columbus, OH 43215
experiencecolumbus.com