



THE 2027 EXPERIENCE COLUMBUS CO-OP PROGRAM

July 7, 2026

AGENDA

- Co-op Advertising Program Overview
- Co-op Program Offerings
- Co-Op Benefits
- Key Dates and Timelines
- Questions



THE EXPERIENCE COLUMBUS CO-OP TEAM

yes,
COLUMBUS



Sarah Townes

Chief Marketing & Innovation Officer



Olivia Karp

Senior Partnerships Manager



Abby Anderson

Senior Partnerships Manager



Ashley Darr

Sr. Director, Integrated Marketing



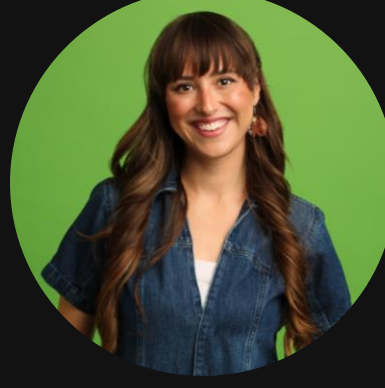
Aaliyah Phounsavath

Leisure Marketing Manager



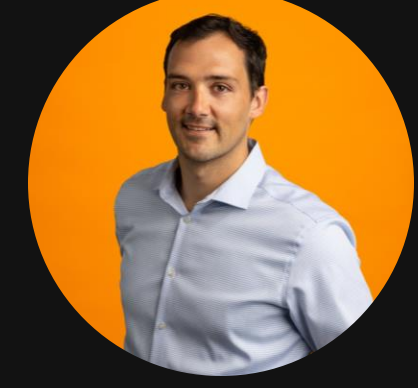
Meg Berno

Director, Content Strategy



Audrey Hall

Senior Creative Services Manager



David Cath

Director, CRM and Digital Marketing

Program Overview

- **Experience Columbus** is committed to continuing this co-op program to help support community partners in 2017! This opportunity is available to any Columbus business or attraction that supports and believes in the impact of tourism!
- The Experience Columbus co-op program:
 - Provides local businesses marketing support for strategic advertising that aligns with Experience Columbus' target audiences and markets
 - Will launch in February 2027 with a **1:1 financial match by Experience Columbus**
 - Has the ability for partners to benefit and collaborate on Experience Columbus' key yearly campaigns: **Spring Break**, **Summer** and **Holiday**

2027 Paid Media Timeline

Experience Columbus paid media campaigns are executed during these windows. Partners will be able to run co-branded campaigns during these tentative windows across various channels and tactics:





MARKETING PERSONAS

Step 1: Choose your market from the pre-determined Experience Columbus audience personas

1-RESIDENTS

COLUMBUS LOCALS + VISITING FAMILY/FRIENDS

Demographics

Ages 25-64

Values & Motivators

- Community Engagement: enjoy participation in local events, initiatives, and organizations
- Diversity and Inclusion: supportive of experiences that promote equality and respect for all individuals
- Arts, Culture, and Entertainment: seek opportunities to engage with vibrant art scene
- Health and Wellness: interested in recreational activities, green spaces and healthy food options



2-EVENT GOERS

AFFLUENT PLEASURE-SEEKERS WHO PLAN AHEAD

Demographics

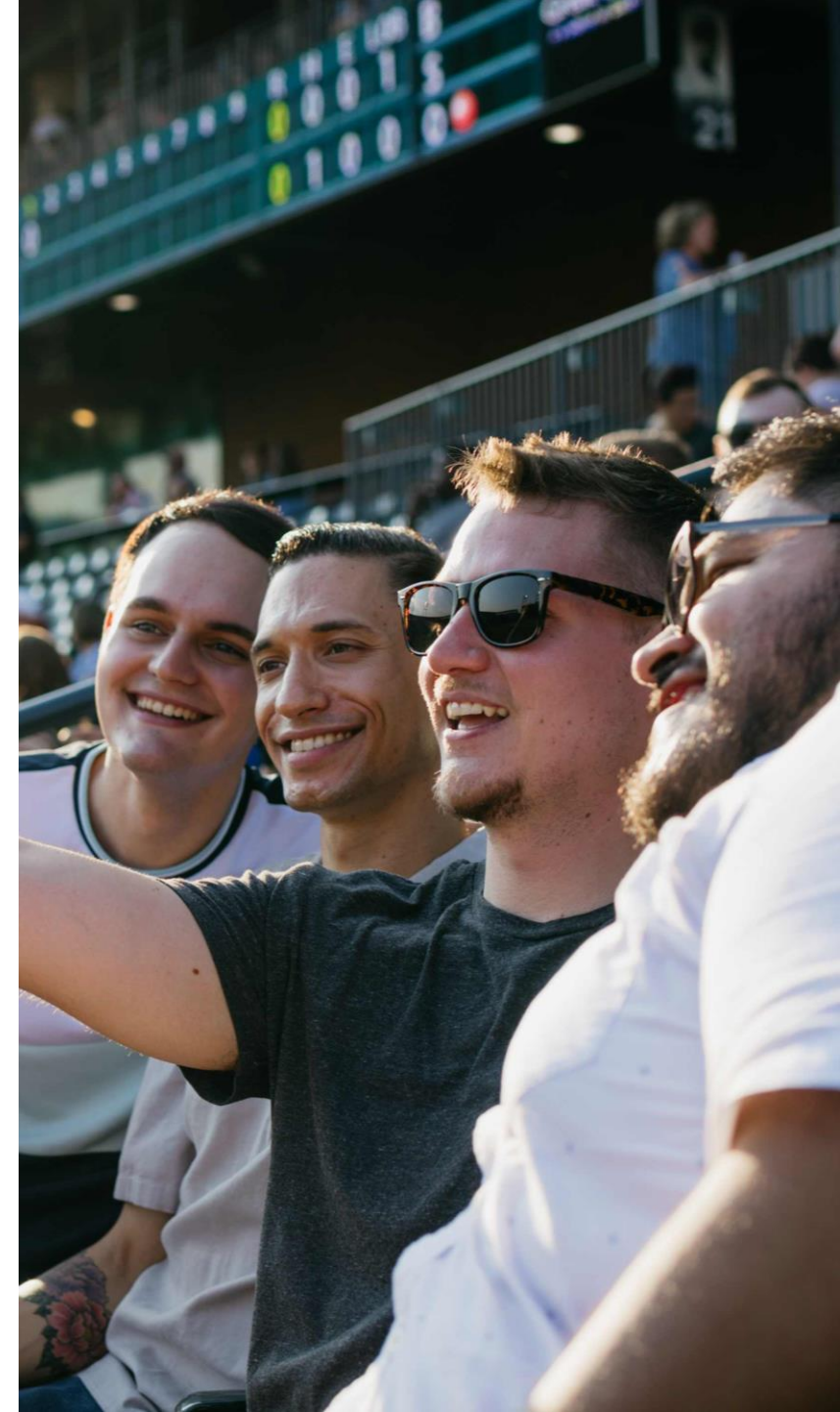
- Ages 25-64
- 50/50 gender split
- Higher-income (\$100K+)
- Likely married (61%)

Values & Motivators

- Excitement: Crave new experiences, open to change
- Enjoyment: Prioritize fun and good times in decision-making

Travel Behaviors

- Take recommendations from friends & family (136/67%)
- Likely to travel for 1 week or more (241/43%)
- Hotel location is critical (242/41%)
- Want relaxation (200/50%)
- Careful planners (176/42%)
- Typically plan for a trip within 1-3 months (171/36%)



3-DRIVABLE

SENSIBLE LOCAL EXPLORERS

Demographics

- Ages 18-64
- Even gender split
- Wide range of incomes
- Married; mix of parents & child-free

Values & Motivators

- Excitement: Want adventure and novelty
- Acceptance: Believe in respecting people as individuals

Travel Behaviors

- Want good value for the money (259/48%)
- Choose a hotel based on free perks (232/63%)
- Expect dependability from travel providers (203/70%)
- Travel to spend time with family (150/52%)
- Choose a destination based on recommendations (123/57%)
- Typically plan for a trip within 1-3 months (149/32%)



4-GIRL'S WEEKENDER

WOMEN LOOKING TO RECONNECT AND EXPLORE

Demographics

- Ages 18-45
- A split of single and married
- Child-free or have young kids at home
- Income 75K+

Values & Motivators

- Excitement, Novelty & Pleasure
- Crave new experiences and having fun.
- Open to change. All about living life to the fullest.

Travel Behaviors

- Set and stay within a budget (199/59%)
- Prefer to visit new destinations (196/56%)
- Looking for a new experience (231/59%)
- Seek accommodations that are good value (200/37%)
- Typically plan for a trip within 1-3 months (161/34%)





PROGRAM OFFERINGS

Step 2- Choose your Package

2027 Package Levels

With your partner investment into the program **Experience Columbus will match** your campaign dollar for dollar! Partners can choose from the following tiers:

Tier 1: \$5,000

- \$5,000 meta campaign-matched to a \$10,000 meta campaign

Estimated impressions:

Tier 2: \$10,000

- \$7,500 meta campaign, 1x blog with social + web promotion-matched to \$15,000 meta campaign, 2x blogs with social + web promotion

Estimated impressions:

Tier 3: \$12,500

- \$10,000 meta campaign, 1x blog with social + web promotion-matched to \$20,000 meta campaign, 2x blogs with social + web promotion

Estimated impressions:

Partner Paid Media Value Adds

- Experience Columbus will underwrite the costs for media planning, buying, optimization and reporting.
- The Experience Columbus leisure marketing team will act as extensions of your marketing team ensuring success of the campaign, alongside our Agency of Record-Luquire



ADDITIONAL COLLABORATIONS

Influencer Collaboration

- With your partner investment of \$1,500 into the program **Experience Columbus will match** your campaign dollar for dollar! This buy is limited to 5x partners.
- Experience Columbus will hire a **local influencer** to create video content about your business. This content will be shared with the influencer's audience in collaboration with Experience Columbus (on Instagram).
 - Content approvals will be the dual responsibility of Experience Columbus and the partner.
- **Deliverables:**
 - Instagram OR TikTok Video
 - Instagram Story Set (3-5 slides)



Website: (Partnership with DTN)

EXPERIENCE
COLUMBUS

EVENTS

THINGS TO DO

RESTAURANTS

HOTELS

NEIGHBORHOODS

EXPLORE COLUMBUS

SPONSORED



Stay, Dine & Glow at Cherry Valley

Come for the summer specials, stay for the garden views, waterfalls, and glowing lights.

[Learn More](#)

SPONSORED



Visit Our Neighborhood Tavern

Voted #1 best neighborhood bar in UA/Grandview in the ColumBEST awards! Find American eats and craft brews at Grandview Cafe.

[Learn More](#)

Blurb links to partner website.

Experience Columbus will connect you with our partners at Simpleview/DTN



AD EXAMPLES

Ad Examples | Content

Blog Article



[← Back](#)

An Easy Spring Getaway to Cherry Valley Hotel

By [Nicholas Dekker](#) on Feb 09, 2026

An expansive hotel. Top-notch dining options. Hundreds of cozy rooms. A lush courtyard with a pond. All the amenities you need within an arm's reach. That's [Cherry Valley Hotel](#), a getaway that's just a short drive from Columbus!

Cherry Valley Hotel sits just outside Newark, Ohio, with convenient access to the highway so it's easily reachable from all around the region. After undergoing major renovations back in 2019, Cherry Valley has once again become a major destination for a family getaway, a romantic weekend, a quick overnight, or big meetings and conferences.



[← Back](#)

How to Spend the Perfect Summer Day in the Short North Arts District

By [Experience Columbus Staff](#) on May 18, 2026

Sun-kissed patios, iced lattes, colorful murals around every corner and a lineup of local shops, galleries and restaurants all waiting to be discovered; summer in the [Short North Arts District](#) is pure Columbus magic. No matter if you're planning the ultimate weekday stroll, or a full itinerary with friends, this vibrant Columbus neighborhood offers the perfect mix of art, culture, food and fun from morning to night.

**Disclosure: This post is sponsored by the Short North Alliance and written by Experience Columbus Staff.*

Read on to learn how we'd spend the perfect summer day in the Short North Arts District:



Social/Meta Promotion

Experience Columbus's Post



CHERRYVALLEYHOTEL.COM

Spring Break Getaway

[Learn more](#)

Boost this post to get more reach for Experience Columbus. [Boost post](#)

46 3 comments 1 share

Like Comment Share

Most relevant ▾

Connie Hall
Beautiful place ! Charles and I loved it !
16h Like Reply

Pamala Heather
I haven't been in 25 years. It was basically built by State Farm for visitors to their corporate office. I stayed there a few times on my visits. It was very nice back then. I know it has gone thru many changes. I think I need to go and check it out.
4h Like Reply

Suzanne Overhulse
Have you ever stayed here? My sister and I would stay here when we would go to Longaberger basket place. We would rent bikes and ride to Granville. Back in the day.
18h Like Reply 2

Comment as Morgan Wagner

You're commenting as Morgan Wagner. To interact as Experience Columbus, go to Meta Business Suite.

Ad Examples | Meta

Facebook Feed

Experience Columbus
Ad · Not connected to Kai Blue ·

Plan your Spring Break at Hilton Columbus Downtown with a \$50 daily dining credit, valet parking, and time to unwind in our indoor pool.

Spring Break in the City

Family fun, made easy.

Hilton Columbus Downtown

hiltoncolumbusdowntown.com
Spring Break in Columbus
Escape to Hilton Columbus...

Book now

Like Comment Share

Facebook profile feed

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experiencecolumbus Ad

Plan your Spring Break at Hilton Columbus Downtown with a \$50 daily dining credit, valet parking, and time to unwind in our indoor pool.

Spring Break in the City

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Hilton Columbus Downtown

hiltoncolumbusdowntown.com
Spring Break in Columbus

Like Comment Retweet Reply

Hilton Columbus Meta Social Promotion: Spring Break Campaign

Instagram feed

Instagram

experiencecolumbus Ad

Spring Break in the City

Family fun, made easy.

Hilton Columbus Downtown

Book now

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Instagram Explore

Instagram

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Instagram Explore home

Instagram

Explore home

Spring Break in the City

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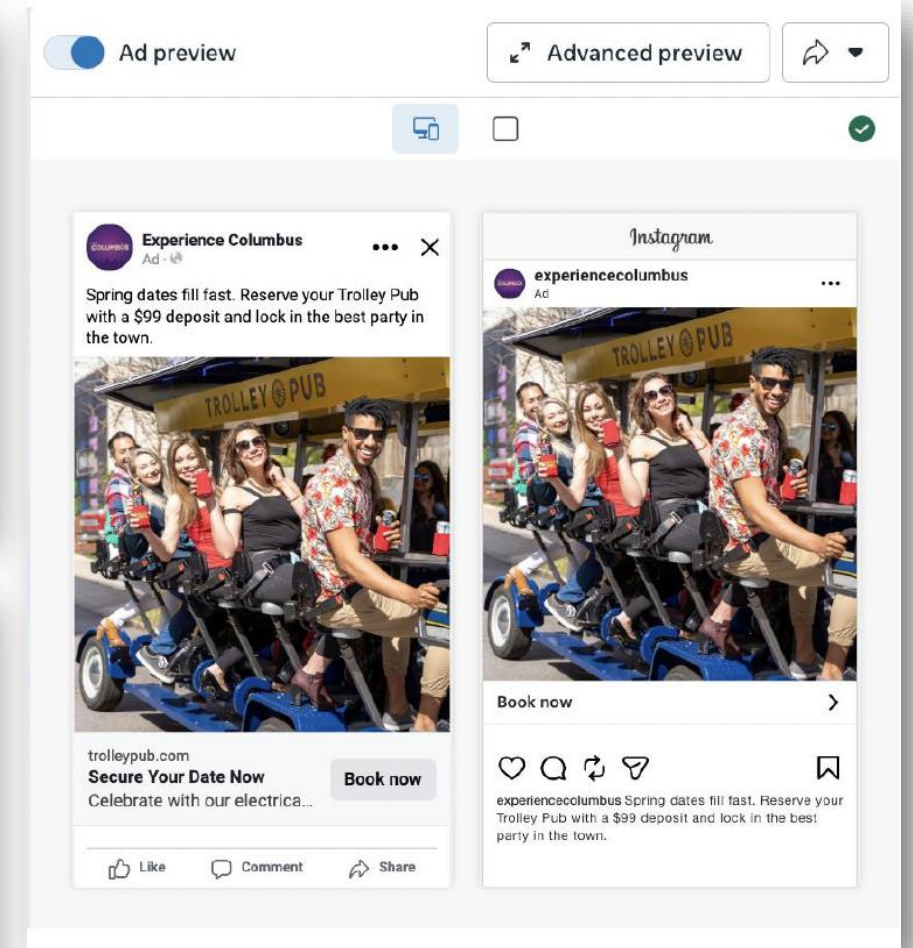
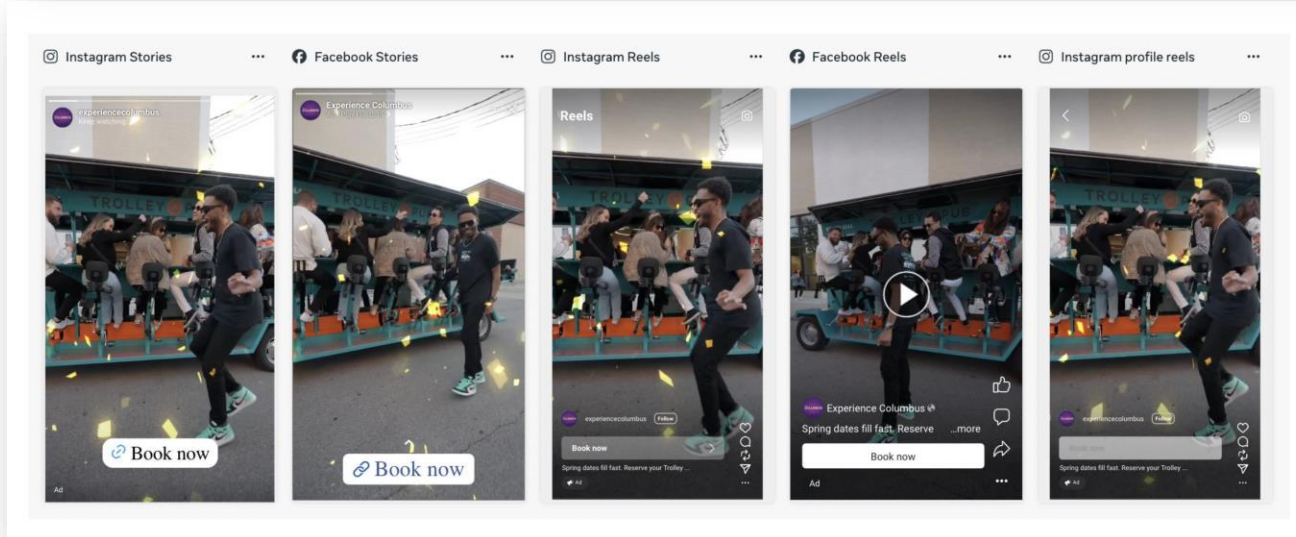
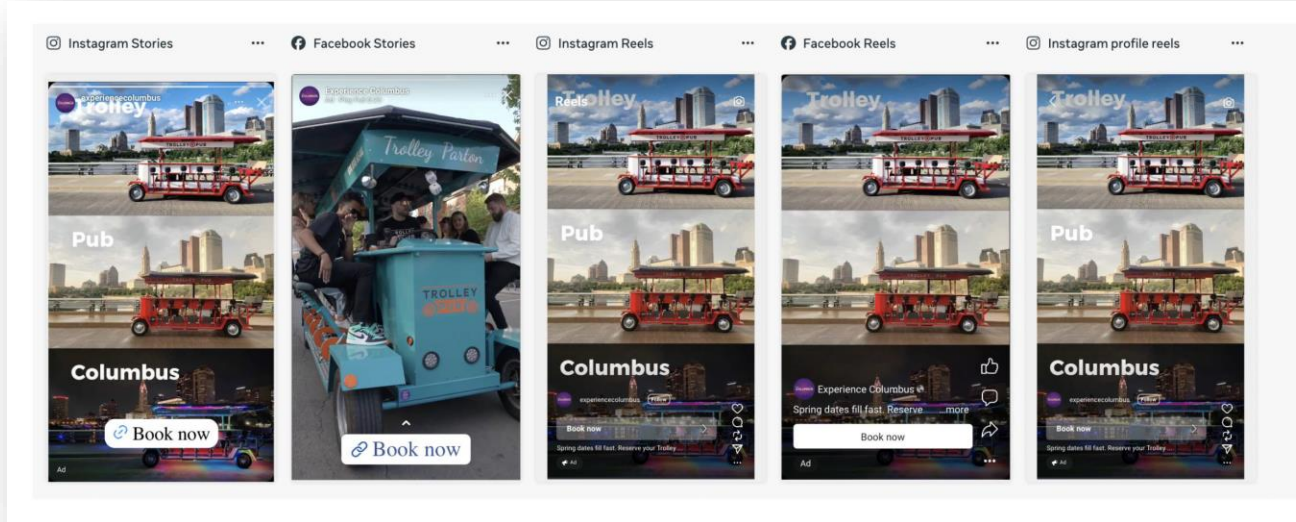
Book now

Like Comment Retweet Reply Bookmark

experiencecolumbus Plan your Spring Break at Hilton Columbus Downtown with a \$50 daily dining cr... more

Note: It does pull in website copy in the optional link description section. We have it blank, but if you want something specific, we can add that in.

Ad Examples | Meta



Trolley Pub Meta Social Promotion: 2 different reels, static, + carousel



**GET INVOLVED &
NEXT STEPS**

Timeline and **Key Dates**

- **Information Sessions**

- Dedicated Information Sessions: TBD Recording of Session Available

- **Advertising Selection Period**

- Selection Period: **October 1– November 15**
- Application Due: **November 16, 2026**
- All applicants notified by: **December 18, 2026**

Contact Olivia Karp at okarp@experiencecolumbus.com with questions

Experience Columbus will be reviewing applications and notifying partners of approval by December 18.

- Signed contract due within 2 weeks of application acceptance
- Partner meetings begin in January 2027 for Spring Break participants
- 50% of the investment due on first campaign month start

*Schedule all campaign end analysis meetings and questions through
okarp@experiencecolumbus.com*



Questions?

Available
Short North
Apartments
800-444-4444
Dor Company

2 bedroom
and lofts

NOW
LEASING

STAMEN
T4

D.P. Dough
Original Columbus Company

We Do
CRAZY LATE

COOKIES

CALZONE