

INSIDER STATS

Total active Insiders

1,161

Total Insiders accredited

1,479

New Insiders this year

433

New Insiders were referred to the program by other Insiders, their employers, and social media.

Insiders have ranked the value of the ECI program **4.6/5**.

100% said they would recommend the program to friends and family.

100% said the information and access to events provided through the program have been beneficial in their professional and personal lives.

90% said that they are better equipped to answer visitor questions.

NEW IN 2025

Launched the Insiders Savings Pass with discounts at over **15 local businesses**.

Launched a new Experience Columbus Insider Platform that brought together the ECI Course, membership information, and benefits.

Celebrated the ECI of the Year, **Jodi Ransom** at TourismUS.

Moved all memberships from a 1-year cadence to a **2-year cadence**.

BENEFITS ROUNDUP

Total in benefits from ECI engagement events and tickets to performances by arts groups.

\$2,416

14 ECI Engagement Events that included...

4 Deep Dives- 2025 Columbus Attractions Update, The Columbus Visitor, Tour of the new ECI platform, and Columbus Trivia Contest.

Behind-the-Scenes Tour of Shorth North Stage, Ohio Stadium, Watershed Distillery, Wexner Center for the Arts, and Ohio Statehouse.

Holiday Party at Conservatory Aglow- With **over 200** attendees, this was the largest ever Insider event!

Tickets to **7** Short North Stage performances.

Tickets to **4** Opera Columbus invited dress rehearsals.

Tickets to **2** Contemporary Theatre of Ohio performances.

Tickets to **3** BalletMet performances.

2025 CLASSES

Held **20** classes in 2025, **9** of which were "area classes" held in New Albany, Grandview, Worthington, Grove City, Gahanna, Short North, Delaware County, and Hilliard with deep dives in the areas and excursions for the attendees to enjoy. These were done in partnership with the local convention and visitors bureaus, chamber of commerce, and Short North Alliance.

Attendees rated the Experience Columbus Insider Course a **4.8/5**, describing it as...

"Outstanding"

"Wonderful"

"Very worthwhile"

"Over and beyond expectations"

"Fantastic session"