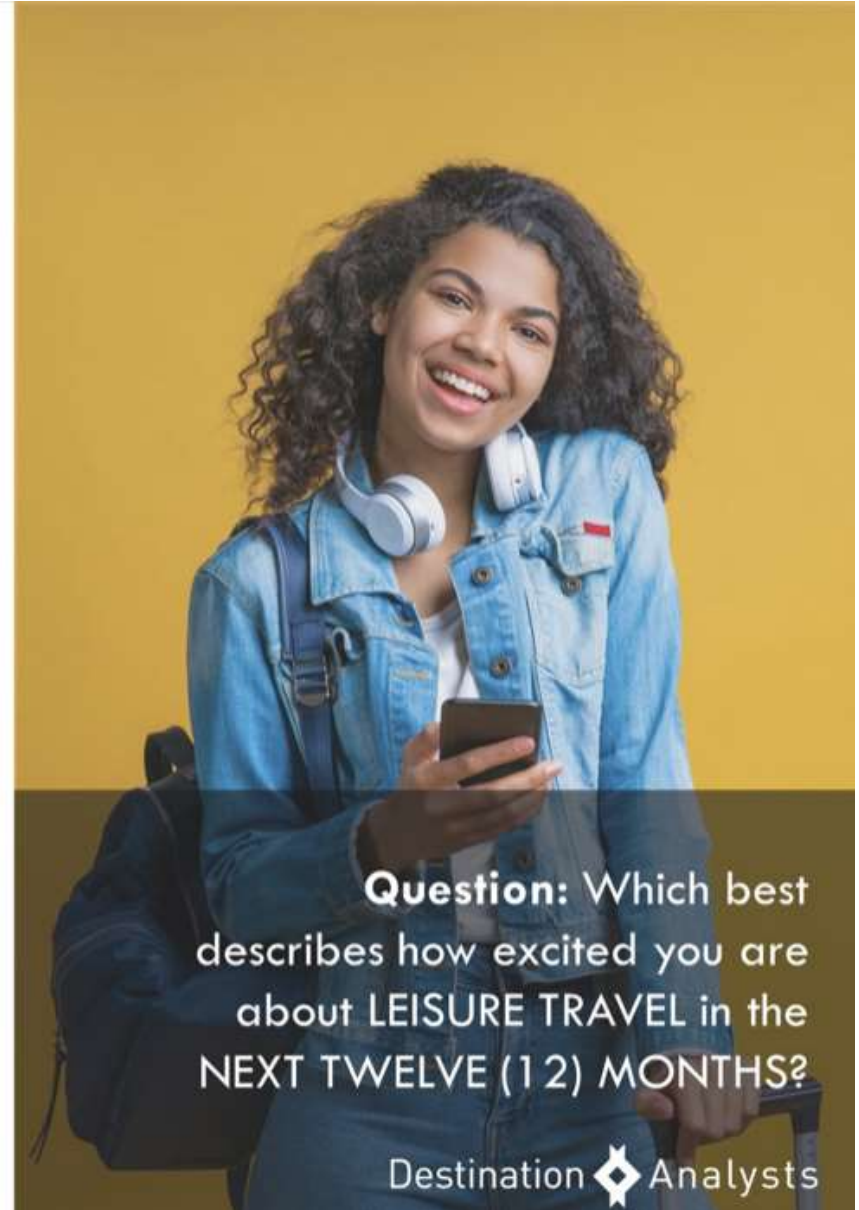
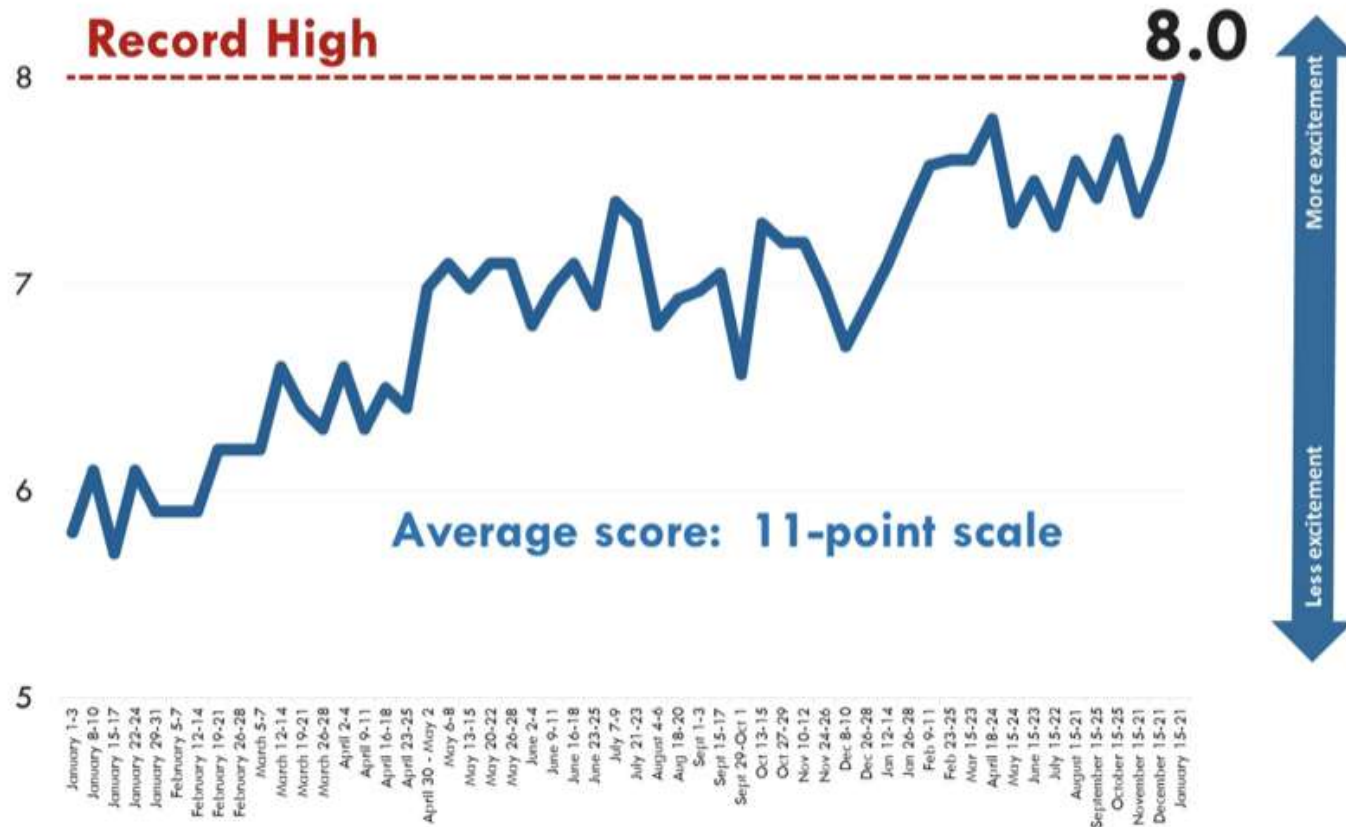




**TOURISM IS AN ECONOMIC
DEVELOPMENT STRATEGY**

Excitement to travel for leisure reached a new record level this month.



Question: Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS?

ECONOMIC ANXIETIES EASING

45% Travelers believe they will be better off financially a year now

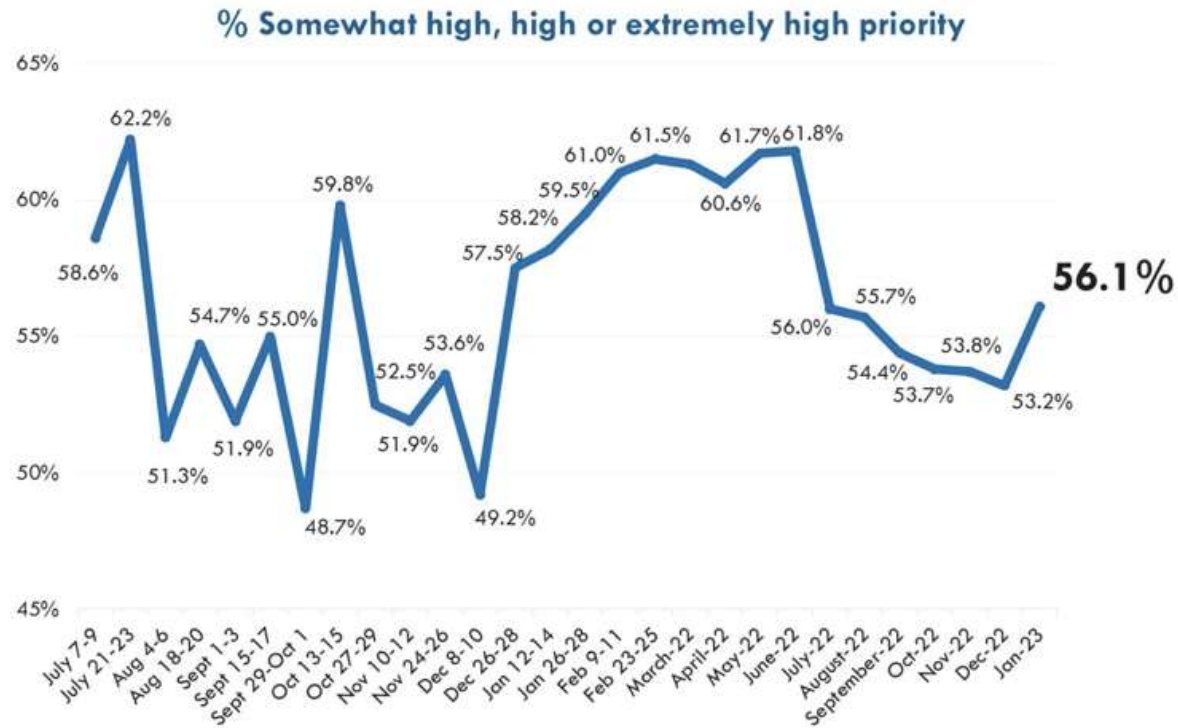
27% Travelers reported that inflation led them to cancel a trip

42% Travelers say high prices have kept them from traveling

30% Travelers say the present is a good time to spend on leisure travel

50% Travelers say travel is a priority in their budget

The long recent decline in leisure travel budget prioritization reversed itself dramatically this month.



Question: Thinking carefully about how you expect to spend your income in the **NEXT THREE MONTHS**, please use the scale to describe your travel spending priorities.

THE FORCES BEHIND TRAVEL MOTIVATION

- Quality time with loved ones
- Creating memories
- Experiencing new places
- Escaping the pressures of daily life and recharging

1

- Connecting with nature
- Visiting places of historical significance
- Food
- The chance to expand one's perspective

2

- Concerts
- The arts
- Shopping

3



OTHER NOTEWORTHY TRAVEL TRENDS

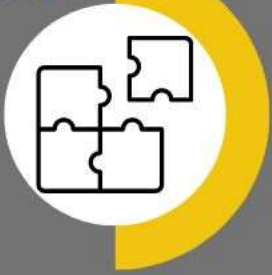
- 24% Travelers have brought their pet along
- 44% Usually travel with their pet(s)
- 17% Used a travel advisor or travel agent in the past 12 months



Nine Key Values

ROADMAP TO DESTINATION PROMOTION -- COMMUNITY SHARED VALUES

RELEVANCE



PASSION



ENGAGEMENT



AWARENESS



STEWARDSHIP



INNOVATION



TRANSPARENCY



COLLABORATION



INCLUSIVENESS





**ESTIMATED
VISITORS**

2.3 MILLION



— VISITOR SPENDING

\$304 MILLION

JOBS 4,192

**LOCAL INCOME
\$109 MILLION**



LARGEST EMPLOYMENT JOBS

- 284 ENTERTAINMENT, ARTS, RECREATION
- 616 RETAIL
- 997 LODGING & ACCOMMODATIONS
- 1,051 RESTAURANT & FOOD SERVICE

A group of people, including a man in a light blue shirt and a woman in a white shirt, are sitting on a picnic blanket outdoors. They are looking at a map or document on the ground. The background is a blurred green landscape with trees and a bright sun. A thick black horizontal line is positioned to the left of the text.

EACH DAY

- **6,421 PEOPLE VISIT COLUMBUS**
- **\$832,154 TOTAL SPENDING**
- **\$129.60 SPENDING PER VISITOR**

A top-down view of a restaurant table. In the center, there are two burgers on a wooden tray, each with a sesame seed bun and topped with cheese and meat. Next to them are two portions of golden-brown french fries. To the right, there is a glass of coffee with a thick white foam. A white napkin with silverware (a fork and a knife) is placed to the right of the tray. The table is covered with a grey and white patterned cloth. The background is slightly blurred, showing more of the table and some wooden chairs.

TOTAL DAILY SPENDING RESTAURANTS

\$161,971



**TOTAL DAILY
SPENDING
LODGING**

\$235,102



**TOTAL DAILY
SPENDING RETAIL**

\$169,667

A photograph of a theater with rows of red seats, viewed from a low angle looking up. The seats are arranged in a curved pattern, and the lighting is dim, highlighting the texture of the fabric.

TOTAL DAILY SPENDING ARTS, ENTERTAINMENT & RECREATION

\$57,087

A close-up photograph of a person's hands using a white credit card payment terminal on a wooden surface. The person is holding a card and swiping it through the machine. In the background, there is a stack of white napkins with orange accents. The overall scene is brightly lit, suggesting a clean, modern environment like a cafe or restaurant.

**DAILY SPENDING
GENERATES
SALES & LODGING TAX**

\$54,409

HOUSEHOLD SAVINGS

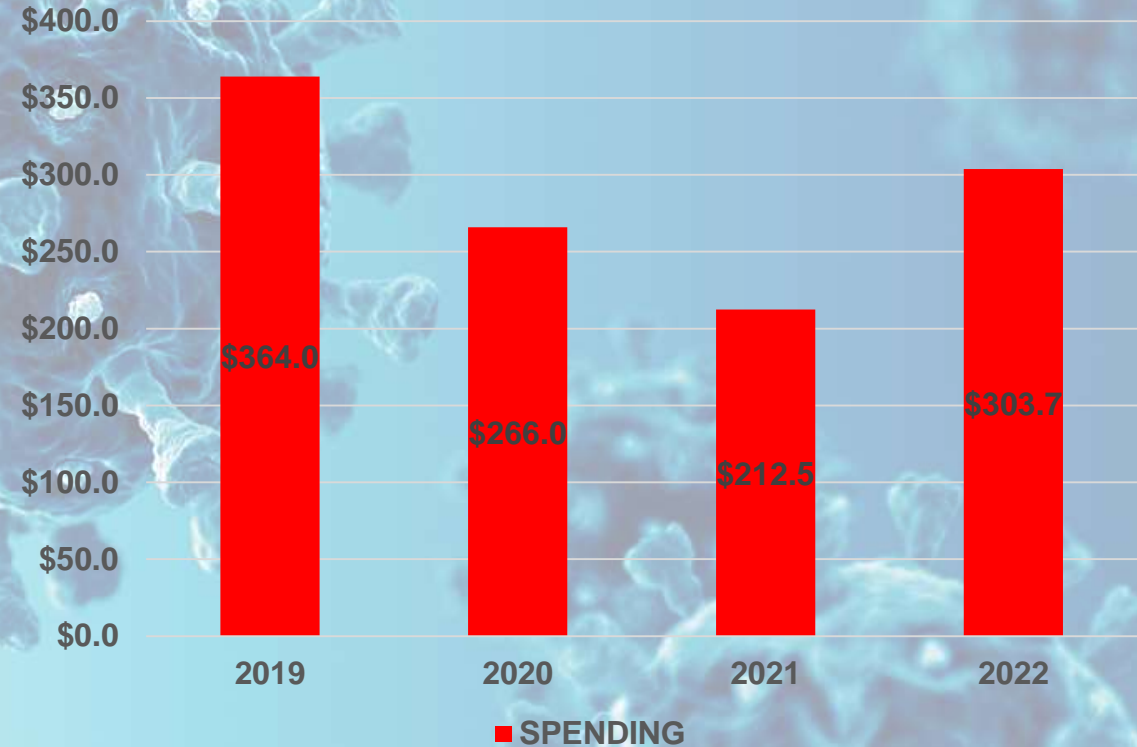
\$534

COVID RECOVERY

VISITORS*



SPENDING*



***MILLION**



QUESTIONS

TOURISM IS AN ECONOMIC DEVELOPMENT STRATEGY