



A Year In The Life
Destination Hilliard
Economic Impact &
Annual Report
2014

Partnerships and collaboration were key driving forces for Destination Hilliard during 2014 to the economic benefit of Hilliard.

It's one thing to say we were successful, but we are confident in our claims because our success can be measured not only through increase of bed tax revenue but through the dollars spent by event, sporting tournament and attraction attendees on gas, food, lodging, discretionary shopping and local attractions indicating relevancy of tourism to the economy of Hilliard.

Events, sporting tournaments, attractions and reunions are the top reasons people visit the city of Hilliard. With more people visiting the city, this translates to more money being spent in the city. When more money is spent in the city, there is an increase in local taxes generated, new jobs are created and existing jobs are sustained. These jobs include managers and service staff at restaurants, their suppliers, musicians and entertainment that is hired to perform at events, gas station attendants and the list goes on. The tourism industry employs a vast variety of positions and at all income levels. Destination Hilliard is proud to serve an industry so vital to the local, state and national economy.

Please take a moment to review this annual report highlighting our year to year comparisons which showcases Destination Hilliard's Return on Investment.

As hospitality professionals, Destination Hilliard strives each day to ensure everything we do has the visitors' best interest in mind. Employing best practices, remaining aware of industry trends and constantly leveraging resources to maximize our marketing efforts will continue to propel Hilliard forward.

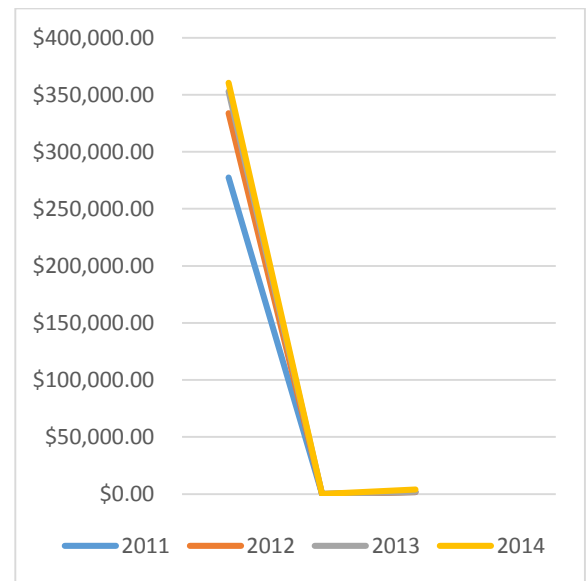
It takes all our partners, working together with Destination Hilliard to realize economic growth in Hilliard. Destination Hilliard is proud to be the conduit that brings traditional and non-traditional partners together to promote Hilliard.

Sincerely,

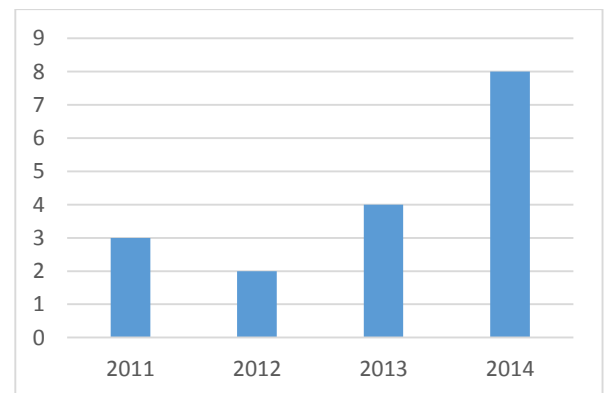
Christy J. Clark

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When Advertising Increased so did Bed Tax & Visitor Guide Requests



Major Events Held in Hilliard with Significant Economic Impact



** Decrease in 2012 due to resources diverted to Solebrate! Food and Music Festival

Showtime

One of the ways in which we work to serve various travel markets is through representation at leisure market trade shows. These events are open to the public who gather information on travel destinations unfamiliar to them. Hilliard was represented at the following shows in 2014: Cleveland, Cincinnati, Sharonville, Ohio State Fair, Erie, Pennsylvania, Pittsburg, Pennsylvania, Detroit, Michigan and Morgantown West Virginia.

Hilliard was also represented at 10 marketplace events where one-on-one appointments are scheduled with event planners of meeting, sports and group tour markets. Representation at these events resulted in 8 tour groups coming to Hilliard in 2014 and a number of discussions for future tours.

Destination Hilliard supplies Visitors Guides to 12 Travel Information Centers managed by the State of Ohio and to 15 attractions and convention and visitor centers throughout Ohio. In 2014, 15,000 brochures were distributed and we moved our production schedule up and increased quantity to 20,000 for 2015 due to meet demand.

Generated record amount of publicity for area tourism through 27 ad placements in regional magazines including Columbus Monthly, Columbus Parent, Country Living, Experience Columbus, Home and Away, KidsLinked – Columbus, Cleveland and Cincinnati, LongWeekends, Midwest Living, Ohio Calendar of Events, Ohio Magazine, Ohio Travel Planner, Readers Digest and 4 public service spots on television. We were able to contract with these publications by leveraging co-op media discounts available through Ohio Office on Tourism and Experience Columbus.

Through additional advertising, Visitor Guide requests increased 61% over 2013 to 3,928.

Electronic Marketing Statistics

Monthly Event E-Newsletters

9,322 - 100% increase

Website Unique Hits

8,527 - 25% decrease

Facebook Impressions

64,293 (difficult to measure due to changing logarithms)

Twitter

321 followers & 28 tweets – 5% increase

Pinterest

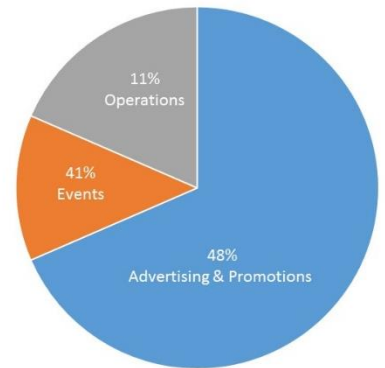
85 followers & 183 pins – 3% increase

Instagram – Established first year baseline

187 followers & 177 posts

YouTube – Launched Channel & 3 videos

5,765 views – Established first year baseline



Expenditures

AWARD

Destination Hilliard received a Citation of Excellence for promotional videos of Hilliard by the Ohio Travel Association. Be sure to view the three videos on the Destination Hilliard YouTube channel and become a subscriber!

Volunteer Spirit

Thank you to all the volunteers who make Hilliard a better community. This year Interact with youth from all three high schools spent the day cleaning up the Franklin County Fairgrounds and Evangelical Resurrection Lutheran Church painted, weeded and cleaned the Historical Village at Weaver Park.

Congratulations to the following volunteers for being recognized for their volunteer efforts at Lend A Hilliard Hand: Terri Bostko, Doug Huey, Mike and Ruth Lichtenstieger, Randy Smith and Hilliard Presbyterian Church.



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Destination Hilliard is the official Convention and Visitors Bureau of Hilliard. It is the ONLY organization 100% dedicated to selling, marketing and promoting Hilliard to visitors, residents and businesses.

Our Mission

Destination Hilliard will engage our citizens and highlight Hilliard's talent, heritage and spirit by inspiring collaboration, sharing resources and facilitating quality events that enhance our community.

Our Vision

Catalyst Coach Connector

Board

Darrell Mayne, President Don Byerly III
Kate Cavanaugh Rob Fil
Larry Malone Jr. Kathy Prosser
Kelly Willis

Membership Affiliations

Ohio Association of Convention and Visitors Bureaus
Ohio Has It!
Ohio Office on Tourism
Ohio Travel Association
Central Area Tourism Alliance
Experience Columbus
Franklin County Agricultural Society
Hilliard Area Chamber of Commerce
Hilliard Arts Council
Hilliard Business Alliance
Northwest Franklin County Historical Society