

EASTON TOWN CENTER — WHERE VISITORS GO TO PLAY

Shops, experiential activities, restaurants and more offer groups a single place to shop, eat and have fun together

Easton Town Center truly is a place where visitors go to play and one of the best places in Columbus to bring a group.

Along with pedestrian friendly streetscapes and fountains with children dancing and splashing around, there are hundreds of shops, fine dining establishments, a comedy club, cabaret, movie theater and much more.

Celebrating its 10th anniversary in 2009, Easton Town Center has become one of the Midwest's most popular shopping, dining and entertainment destinations, drawing visitors not only from across the region, but also from around the world.

Described as classically American, Easton is its own miniature city, with offices above retail shops, three hotels including the Four-Diamond Hilton Columbus at Easton, a miniature sail boat pond and an outdoor train.

Groups can easily browse shops by foot or catch a ride on the free trolley.

Unique experiential activities

Your groups will enjoy Easton's experiential activities that will engage even those well traveled.

Your greeting cards will always have the right message after you create cards using the latest designs and embellishments at **Archiver's**, the **Photo Memory Store** for groups of 8-32. Capture your memories in scrapbooks and calendars that you design.

Rather shop for the latest fashions? Go inside **Nordstrom** before it opens for the day and enjoy a private, full hot breakfast at the Cafe Bistro. Get expert advice on the must-have fashions and



Take steps to becoming a top chef at Sur La Table



Find out what's in fashion at Nordstrom



Create memories at Archiver's

accessories for men and women. Free alterations and complimentary makeovers are available.

Take steps to becoming a top chef at **Sur La Table** and enjoy a delicious

meal. Groups of 10-15 can cook alongside Chef Brad Kovach. Groups of 16-26 can enjoy a cooking demo in the gourmet kitchen setting. Yes, you get to dive into the scrumptious creations at the end and shop for your favorite gadget with a discount coupon.

A full schedule of special events

There's something fun happening at Easton year-round. During the winter, you can listen to carolers and take horse-drawn carriage rides. In the warmer months, you can visit with animals from the Columbus Zoo and Aquarium, watch strolling entertainers, bebop to jazz during the free Sounds on the Town concerts on Wednesdays and see Movies by Moonlight, an outdoor summer movie series.

Visit EastonTownCenter.com for a continuously updated calendar of special events.

Complimentary group assistance

Easton prides itself on making group trips fun and easy. Marketing manager Bethany Braden is available year-round to help tailor your group's experience and provide answers to questions about parking, seasonal activities and more.

Groups can save big by using the Experience Easton coupon book, offering discounts at more than 90 retailers. Call ahead to reserve your coupon books.

Group leaders will receive a tote filled with Easton goodies as a thank you for visiting.

For more information, contact Bethany Braden at 614-750-0616 or visit EastonTownCenter.com.

COME TO COLUMBUS

Hello!

We've just released our experiential tourism publication, a guide to the unique hands-on or special access activities available at more than 20 Central Ohio attractions. Columbus is one of just three U.S. cities that have developed an Experiential Tourism program. And we did it with you in mind—so you'd have the one-of-a-kind, immersive experiences that Baby Boomers and younger audiences are looking for. Contact us to request your copy of the publication. Complete details also are available on our Web site, ExperienceColumbus.com/tours.

Look for Columbus at these upcoming shows: *Going on Faith*, Aug. 20-22; the *Student Youth Travel Association Conference*, Aug. 28-Sept 1; *Great Day! Tours*, Sept. 25; the *Virginia Motorcoach Association Convention*, Sept. 27-30; and the *National Tour Association Annual Convention*, Nov. 14-16. And of course, we'll host *Heartland Travel Showcase* Feb. 18-21. See below for more details.

We look forward to seeing you soon!

Alissa *Brian*

Alissa Simpson, Tourism Sales Manager – professional tour operator contact
Brian Cheek, Tourism Sales Manager – group leader contact



CAN'T MISS COLUMBUS EVENTS

Polar bears, Broadway blockbusters and fabulous glass artwork highlight a full slate of events in Ohio's capital city

With a full schedule of blockbuster events, now's the time to experience Columbus.

Columbus has transformed into Glass City, USA. Artwork by Dale Chihuly will soon fill both the Franklin Park Conservatory and the Columbus Museum of Art.

Franklin Park Conservatory, the only botanical garden in the world with a permanent Chihuly collection, is filled with thousands of Chihuly's glassworks during "**Chihuly Reimagined**" (top) thru March 28, 2010. Most of the glassworks haven't been seen since July 2004 when the collection made its debut.



"Chihuly Illuminated," Sept. 25, 2009-July 4, 2010 at the Columbus Museum of Art, reveals the artist's fascination with light. You'll see neon sculptures and pieces from the artist's private collection.

Dale Chihuly mounts his 14th solo

exhibition at Hawk Galleries, Oct. 2, 2009-Jan. 31, 2010. Aptly titled "Chihuly XIV," the exhibit will include a rare Persian chandelier.

Get a new take on another nationally known artist with the Contemporary American Theatre Company's world premiere of "**Pierce to the Soul**,"

April 7-25, 2010. Written by Columbus playwright Chiquita Mullins Lee, the play is about Elijah Pierce, a former Mississippi slave who settled in Columbus and became one of America's most celebrated folk artists.



Two of Broadway's biggest hits will stop in Columbus. See "**Chicago**" June 8-13, 2010 at the Palace Theatre and "**Wicked**" July 28-

Aug. 29, 2010 at the Ohio Theatre.

Polar bears will return to the Columbus Zoo and Aquarium in the new **Polar Frontier** (bottom), opening March 2010. Polar Frontier also will be home to Arctic foxes and Alaskan brown bears.

HEARTLAND 2010

If you can only attend one regional group tour show in 2010, make sure it's Heartland Travel Showcase, set for Feb. 18-21, 2010 in Columbus.

The show is the largest regional motorcoach marketplace in the United States and an ideal place to grow your business.

You'll uncover new ideas for your tours from all of the exhibitors and especially the host city, Columbus. Ohio's capital city is one of just three U.S. cities that have developed an Experiential Tourism program.

Stay after Heartland to experience Columbus yourself on the Taste of Columbus FAM. You'll get cooking with Tami J. Cecil, a Culinary Institute of America trained chef and the star of Ohio News Network's *Chef Tami* cooking show. Plus you'll learn how to use herbs to create everything from herb-infused vinegar to pesto in Gahanna, the Herb Capital of Ohio.

For more details about Heartland Travel Showcase, contact Betsy Decillis at 800-896-4682 ext. 0# or Betsy@OhioTravel.org.

ADVENTURES IN ART

Get VIP treatment while you experience the best of Columbus' arts scene

Experience Columbus' nationally acclaimed arts scene for yourself. Go behind the scenes to meet jazz greats, learn Irish dancing steps and more. Read the complete three-day itinerary on ExperienceColumbus.com.

Go behind the scenes with **BalletMet** (center), one of the largest professional dance companies in the country. After the show, take an exclusive backstage tour to see the scenery up close and meet some of the dancers. Not coming during a show? Watch the dancers rehearse and get a hands-on look at the costume shop, before taking a low-impact dance/stretch class led by the BalletMet faculty.



Discover how step dancing evolved into the celebrated "Riverdance" style recognized today. Watch a few traditional steps from an instructor at **Dublin's** Richens-Timm Academy of Irish Dance—one of the foremost Irish dance schools in North America (left).



Go behind the curtain at Broadway's biggest hits with **Broadway Across America—Columbus**. After the show, you'll be treated to an exclusive meet-and-greet with members of the cast and crew who will provide you with an "insider's view" of what goes on behind the scenes. The upcoming season includes "Chicago" June 8-13, 2010 and "Wicked" July 28-Aug. 29, 2010.

Discover how an opera is produced at an **Opera Columbus** dress rehearsal of "Pagliacci" on Oct. 21, 2009 or "Romeo & Juliet" on Feb. 10, 2010. Along with seeing the full production, you'll meet the artists and get a backstage tour.

Enjoy live jazz from one of the world's finest big bands, the **Columbus Jazz Orchestra**. Start the evening with an all-access tour of the historic Southern Theatre and meet Artistic Director Byron Stripling (right), the former lead trumpeter and soloist with the Count Basie Orchestra. After the concert, go on stage for an exclusive opportunity to meet the band.



UPCOMING SPECIAL EVENTS IN COLUMBUS

For a complete list of events, contact Alissa Simpson or Brian Cheek at Experience Columbus at 800-354-2657 or view the complete calendar at ExperienceColumbus.com. **100** -American Bus Association Top 100 Event

Ongoing exhibits

- Nov. 20-Jan. 3** Wildlights.
- Nov. 27-Jan. 3** Holidays at the Conservatory.
- Oct. 2-Jan 31** "Chihuly XIV."
- Thru Feb. 28** "Soul! Art from the National Afro-American Museum and Cultural Center."
- Thru March 28** "Chihuly Reimagined."
- Sept. 25-July 4** "Chihuly Illuminated."

December 2009

- Dec. 2-6** Columbus Jazz Orchestra: Home for the Holidays.
- Dec. 3-6** Winterfair.
- Dec. 4-6** The Columbus Symphony: Holiday Pops.
- Dec. 5** Christmas Candlelighting.
- Dec. 11-12 & 18-20** Dickens of a Christmas.

March 2010

- Opening in March** Polar Frontier at the Columbus Zoo and Aquarium.
- March 4-7** Arnold Sports Festival.
- 100 March 13-Sept. 6** Blooms & Butterflies.

May 2010

- May 29-30** Asian Festival.
- May 31-June 6** the Memorial Tournament.

June 2010

- June 4-6** Columbus Arts Festival.
- June 8-13** Broadway Across America—Columbus: "Chicago."
- June 18-20** Creekside Blues & Jazz Festival.
- 100 June 27** German Village Haus und Garten Tour.

July 2010

- July 9-11** North Market Food & Ohio Wine Festival.
- July 23-25** Jazz & Rib Fest.
- July 28-Aug. 8** Ohio State Fair.
- July 28-Aug. 29** Broadway Across America—Columbus: "Wicked."

August 2010

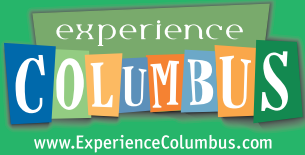
- 100 Aug. 6-8** Dublin Irish Festival.
- Aug. 21** Art Al Fresco.

September 2010

- Sept. 3-6** Greek Festival.

October 2010

- Oct. 1-24** All American Quarter Horse Congress.
- Oct. 20-23** Circleville Pumpkin Show.



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EXPERIENCE COLUMBUS LIKE NEVER BEFORE

Be a professional baseball player for a day and find out how art can be both delicious and soothing in the Short North Arts District

Columbus is one of just three U.S. cities that has developed an Experiential Tourism initiative. We did it so you'd have the hands-on experiences that Baby Boomers and younger audiences are looking for.

Here are two of our newest experiences:

Play ball

Be a **Columbus Clippers** baseball player for a day. Find out what life is like as a minor league baseball player for the Clippers, the Triple-A affiliate of the Cleveland Indians. Dress in the clubhouse and play on the field, before enjoying a meal surrounded by Columbus baseball memorabilia. It's a true baseball fantasy!



Art & soul

Art's not just confined to a canvas in the **Short North Arts District**. Find out how art can be delicious and soothing.

Sample hand-churned ice cream with exotic flavors like lime cardamom at **Jeni's Splendid Ice Creams** and

taste foods created by one of the country's most award-winning chefs at **Details**

Minibar & Lounge. Finally, relax with a mini-massage at **Mukha**

Custom Cosmetics & Medi-spa (bottom).

More experiences await

Find out about all of the experiences awaiting in Columbus by visiting ExperienceColumbus.com/tours.

CONTACT US

Touring Columbus is published quarterly by Experience Columbus for tour operators and group leaders.

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 Virginia Motorcoach Association