Bowling Green Area Convention & Visitors Bureau

What is the CVB?

We work year-round to promote our destination through advertising campaigns, travel industry events, media outreach, and strategic partnerships. We help inspire more people to choose Bowling Green as their next destination by promoting it to potential travelers, meeting planners, and content creators.

For many visitors, their first interaction with our community isn't when they arrive. It's when they visit our website, see one of our advertisements, read an article, or ask us for recommendations. Every day, we work to make that first impression so compelling that visitors choose Bowling Green over countless other destinations.

86% of people traveling to Kentucky are planning their trip in advance. Visitors often look to the CVB as their trusted source. The information we provide often shapes where they stay, what they do, where they dine, and how long they remain in our community. Last year, Warren County reached $371 million in visitor spending, creating an economic impact of $495 million!

Tourism plays a vital role in our local economy. Visitors support local businesses, generate tax revenue, and contribute to the continued growth and success of our community. Unlike local spending, tourism brings new money to Bowling Green from outside of our region. This creates a ripple effect benefiting jobs and businesses in our area. Whether they are attending a sporting event, convention, motorcoach tour, business meeting, or family vacation, their spending has a positive impact throughout the region and the entire community benefits.

We welcome visitors through our Visitor Centers including the NCM kiosk, where we provide personalized recommendations, maps, guides, and local expertise to help guests make the most of their stay. Our success depends on strong partnerships with the attractions, hotels, restaurants, shops, and organizations that create the memorable experiences visitors come here to enjoy.

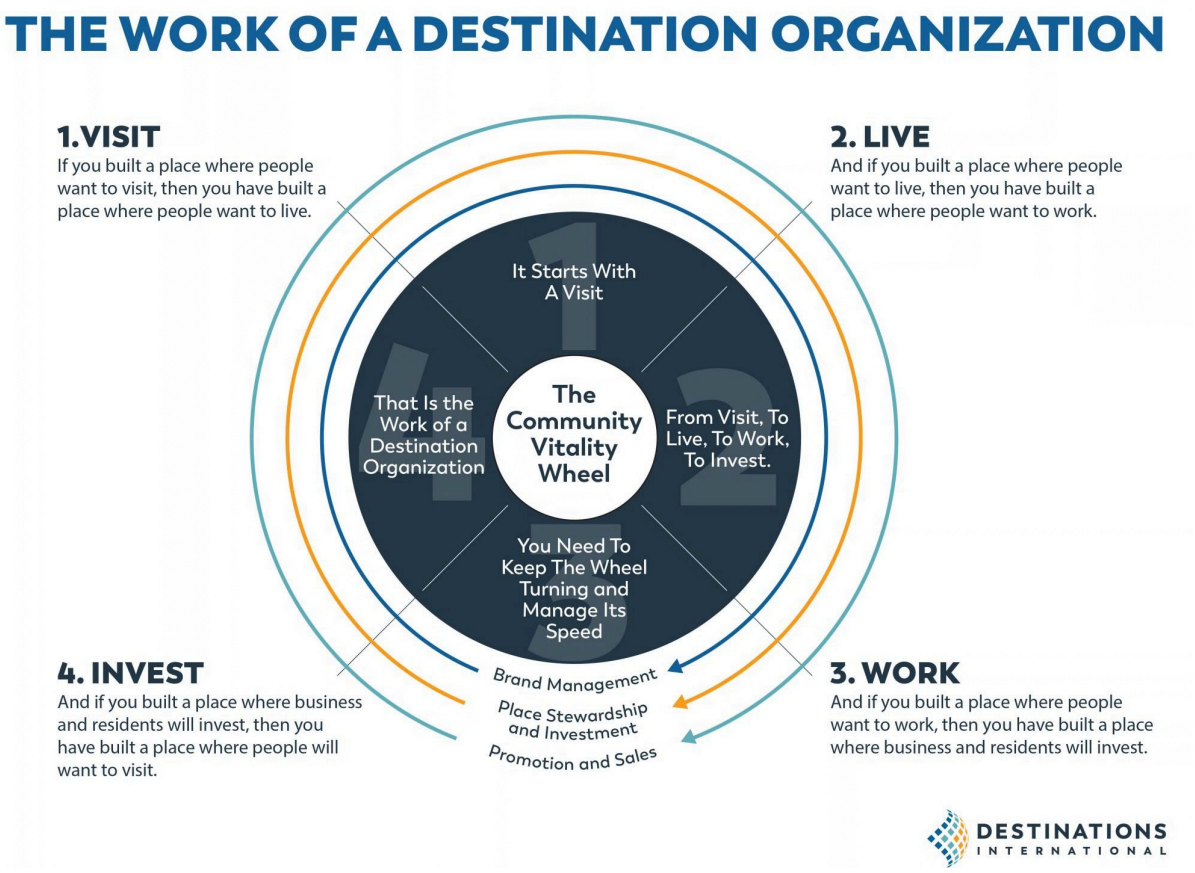
Together, we can continue to elevate Bowling Green's reputation as a welcoming destination and create memorable experiences that encourage visitors to return again and again. When tourism thrives, communities thrive!

BG Tourism Partnership Program

Why Join?

Put your business in front of travelers ready to spend by joining the BG Tourism Partnership Program! For dining and activities, destination websites like ours are the top booking sources for visitors. By providing recommendations, itineraries, guides, and destination information, we help travelers discover the businesses and experiences that shape their time in Bowling Green before they arrive.

Last year, we had 1.3 million website visits, most of those being organic search! In 2025, visitor spending was up 3.5% compared to last year, totaling $371 million in visitor spending in Bowling Green/Warren County. This creates an economic impact of $495 million and supports 4,020 local jobs.



As a BG Tourism partner, you join a network of organizations that are committed to showcasing the best of Bowling Green. Your investment supports destination marketing efforts that attract new visitors while providing opportunities to increase your visibility among travelers who rely on our website, visitor guides, social media channels, and other tourism resources when planning their trips.

We are always here for you and your team. You play an important role in what makes our area worth visiting. Thank you for creating those special moments that visitors remember forever!

Be seen. Be chosen. Be part of the Bowling Green Experience.

Contact: Chloe Milliken, Partnership Development Coordinator
chloe@visitbgky.com

We provide these benefits to everyone because they reflect our purpose

- Website listing- *Company name, contact, one photo, and address*
- General inclusion in destination promotion- *Possibility to be in visitors/pocket guides, social media features and/or recommended to walk-in visitors*
- Streamlined event submission- *An easy experience submitting your event to be highlighted on 'The official event calendar for Bowling Green'. If your event is recurring, please email visit@bgky.com*
- Access to biweekly partner 'Tourism Transmission' newsletter- *Great way to keep up with BG happenings, important event dates bringing in visitors, etc.*

BG Tourism Partnership Program

Increase your visibility during the visitor planning process!

Featured Partners: $400/year

- Visitors Guide Inclusion- Company name, contact, address, and small description listed. *The Bowling Green, KY Visitors Guide is printed, distributed to various businesses, and reaches thousands of travelers looking to find their next vacation destination*
- *Enhanced Website Listing- *Includes a description of your offerings, multiple photos, and a direct link to website and socials*
- 'Welcome Bag' Inclusion- *Promote your business through our visitor 'welcome bags' by offering a custom coupon or special promotion designed by our team. Last year we distributed over 1,500 bags for special groups and motor coach tours.*
- Window decal- *Tourism Partner sticker*
- Visitors Guide Delivery- *Showcase your listing in the Visitors Guide and offer them to customers*
- Footer Exposure- *Increase your business's visibility by featuring your logo and a direct link to your enhanced website listing in our monthly visitor newsletter, reaching an average of 4,000 engaged travelers and potential visitors.*
- Partner Performance Analytics- *Quarterly insights on website views, clicks, and engagement through your enhanced website listing.*

Maximize your visibility with priority placement & exclusive destination marketing opportunities!

Premier Partners: $1,000/year

- Includes all Featured Partner benefits
- Visitor Information Center exposure- *Increase your visibility through personal recommendations from our CVB front-line staff at our main office and the National Corvette Museum. As they assist visitors with trip planning and local recommendations, they'll help connect travelers with participating businesses when appropriate. Located inside the NCM, our Visitor Information Center kiosk is open seven days a week and serves hundreds of visitors each weekend, with the museum averaging 600–1,000 visitors on a standard weekend.*
- Prominent Website Listing- *Top of category with multiple photos included and the most visibility during the visitor planning process*
- Featured in our Visitor Guide- *Includes one guaranteed photo, company name, contact, address, and small description.The Bowling Green, KY Visitors Guide is printed, distributed to various businesses, and reaches thousands of travelers looking to find their next vacation destination*
- *Dedicated Social Media Features- *Two guaranteed posts and two guaranteed multi-partner posts a year*
- Priority in Media Mentions & PR opportunities- *Potential opportunities include being featured in various print media magazines, hosting influencers, highlighted in press releases, etc.*
- Priority participation for Influencers & Familiarization (FAM) Tours- *First opportunity to collaborate with our office in hosting influencers. When we host guests, we include local restaurants, shops, and attractions based on the group's interest. Feel free to offer coupons, deals, or packages for their stay.*
- Sponsor or Co-Sponsor 'The Fast Track' podcast- *Highlight your business with your logo and a small business description*
- Co-Op Advertising opportunities- *Depending on ads available, we target regionally to Nashville, Louisville, Indiana, Ohio, etc via print and social media as opportunities arise*
- Unique sponsorship opportunities- *We facilitate an opportunity to connect you with events (Right of First Refusal) for sponsorship opportunities the general public is unaware of. Typically planned at least a year in advance.*

***Clarification Clauses:**

- Dedicated Social Media Features: *First, we'll meet with you to discuss your marketing goals, promotions, and content ideas. We may arrange time to get additional content from your business. You're welcome to submit your own photos and videos for consideration. To ensure consistency with the Visit BG brand and marketing strategy, all content is subject to review and may be edited or selected at the CVB's discretion. If you would like to co-author our post using the 'Collab' feature, it will appear on both of our profiles to maximize reach. To provide equal opportunities for all partners, posting dates are scheduled on a first-come, first-served basis. We recommend requesting one preferred date per quarter, and we'll work with you to accommodate your schedule considering all factors.*

- Enhanced Website Listing: *Partners are welcome to submit photos and description ideas for consideration with a limited character count. Our team may edit content as needed to align with the CVB's brand standards, voice, and marketing objectives. Once your website listing is published, please contact our office if you have any updates, corrections, or questions.*