



The 2012 World Choir Games were held in Cincinnati USA July 4-14, 2012. In total, 362 choirs from 64 countries and 15,000 participants took part in the event, making it the largest international arts and cultural celebration held in the history of Cincinnati USA. This marked the first time the prestigious event was held in the United States. The most amazing aspect of the 2012 World Choir Games is that there was no one person, no one entity, no one reason for its success. It was a shining example of community collaboration. For full results, visit www.CincyUSA.com/2012WorldChoirGames.

PARTNERSHIPS

In 2012, the following partners played key roles in bringing the Cincinnati USA CVB's mission to life and executing our strategic objectives.

- 2012 concluded the third year of a five-year agreement by Hamilton County and the City of Cincinnati to invest excess hotel/motel tax revenue in the CVB's sales and marketing initiatives.
- The CVB – in partnership with the Northern Kentucky CVB – continued its investment in the Cincinnati USA Regional Tourism Network, returning \$45.32 of every dollar invested in tourism.
- The CVB continued its investment with the Northern Kentucky CVB in the Greater Cincinnati Sports Corp. which delivered an economic impact of nearly \$10 million.
- Delta Air Lines continued its longstanding role as the Official Airline of the Cincinnati USA CVB.



MEMBERSHIP

Membership engagement and retention rates were strong in 2012, remaining at their highest levels in more than a decade. Maintaining its deep commitment to service, the CVB continued member-focused outreach initiatives while increasing the expansive reach of its network. Highlights include:

- 99% member retention rate for the second consecutive year.
- 83 new members generating a 2% increase in new member revenue over 2011.
- Six member events were held, averaging nearly 70 registrants each.

LEISURE TRAVEL

CincinnatiUSA.com saw a record 1.9 million visitors in 2012, totaling nearly 10 million visitors since 2007. There were significant increases in 2012 from 2011 in online bookings through aRes Travel on CincinnatiUSA.com including:

- Hotel room nights up 40%.
- Attraction and event ticket sales up 64%.
- Estimated tourism revenue (through aRes Travel) up 67%.

Marketing return on investment reached an all-time high of \$45.32 for every dollar invested in promoting leisure travel, representing a 94% increase since 2009.



www.CincyUSA.com



DESTINATION: BREAKTHROUGH



2012 ANNUAL REPORT



LETTER FROM THE CHAIRMAN AND PRESIDENT



Great destinations aren't made overnight. Cincinnati USA enjoyed a breakthrough year in 2012, and those breakthrough moments were years in the making, cultivated from strong collaboration across the region and seasoned by the passion and enthusiasm of a region on the rise.

High-profile developments—including new restaurants, attractions, shops, hotels and urban renewal projects—attracted business and leisure travelers like never before. The transcendent 2012 World Choir Games helped us tell our Cincinnati story to thousands of visitors from around the globe and millions more through record-setting global media coverage. And the World Choir Games Supplier-Diversity Council provided the foundation for future growth and partnerships that will contribute to the long-term economic success of our region. That program provided the groundwork for the CVB's innovative supplier-diversity program which will have a full-scale launch in 2013 and be a model for other CVBs to emulate.

That kind of positive momentum only happens one way – when the region collaborates to drive growth, seek out opportunity and leverage strengths. Government and corporate leaders. Civic and social advocates. Hospitality industry partners. All corners of the region bringing creativity, energy and innovation to help Cincinnati USA earn significant future hotel room night bookings and new visitor spending. Since 2005, it's a cumulative total of nearly 1.5 million hotel room nights and an economic impact of more than \$440 million.

In 2012, it was Destination: Breakthrough. In 2013 and beyond, the sky is the limit for Cincinnati USA.

Yours in Hospitality,

Delores Hargrove-Young, Chair, Board of Directors
Dan Lincoln, President & CEO

SALES

In 2012, the CVB Sales team, in partnership with our hotels, generated significant future hotel room night bookings and related visitor spending. Leveraging the success of the CVB's office in Washington, DC, it established a Cincinnati USA sales office in Chicago for the first time in seven years. Through successful sales missions, meeting planner site visits, trade shows, and meeting planner familiarization events, the CVB maintained strong momentum in strengthening industry networks. Highlights include:

- Booked 205,715 hotel room nights representing more than \$61 million in future visitor spending.
- Total bookings consist of 75% repeat business including Educational Testing Services, National Baptist and the Prince Hall Shriners.
- Sales conversion rate of 28%, including 68% conversion rate from meeting planner site visits.
- Sales leads increased 27% over 2011 and number of definite bookings increased 37%.

2012 Definite Room Night Production

2012	205,715	ECONOMIC IMPACT \$61.3M
2011	205,586	ECONOMIC IMPACT \$61.2M
2010	200,317	ECONOMIC IMPACT \$59.7M
2009	198,219	ECONOMIC IMPACT \$59.1M
2008	187,887	ECONOMIC IMPACT \$55.9M
2007	176,061	ECONOMIC IMPACT \$52.4M
2006	163,194	ECONOMIC IMPACT \$48.6M
2005	150,466	ECONOMIC IMPACT \$44.8M

Highlights: Future Convention Bookings

CONVENTION	DATE	ROOM NIGHTS
Educational Testing Service	2015	21,015
Educational Testing Service	2016	21,015
Prince Hall Shriners	2015	15,373
National Baptist Convention, USA	2017	12,021
National Association of Pastoral Musicians	2017	6,963
Nature's Sunshine Products, Inc.	2014	4,143

2012 Highlights: Conventions Hosted

CONVENTION	DATE	ROOM NIGHTS
2012 World Choir Games	7.4-14	26,610
Educational Testing Service	6.1-17	19,472
NeighborWorks America	8.13-17	6,913
American Society of Agronomy	10.20-25	6,785
V-Twin Expo	2.4-6	6,244
Children's Defense Fund	7.23-25	6,079

CONVENTION SERVICES



The CVB's multi-award winning Convention Services team secured its 19th Pinnacle Award from *Successful Meetings* magazine, making the Cincinnati USA CVB one of the top 10 all-time winners of the award in the country. Their unmatched hospitality ensured seamless event logistics for organizations meeting in Cincinnati USA in 2012. Highlights include:

- Worked with 127 convention groups with 15 enjoying a customized Convention Welcome Program at the airport, downtown businesses, on sidewalks, street banners and more (pictured left).
- Earned a five out of five satisfaction rating on all post-convention meeting planner surveys.
- Completed more than 8,400 housing reservations through Passkey, an online group reservation tool.

MULTICULTURAL AFFAIRS & COMMUNITY DEVELOPMENT

The Multicultural Affairs team was on the ground in 2012 advocating for the CVB and Cincinnati USA on a local and national level, inspiring outstanding levels of community engagement and industry awareness. Highlights include:

- Multicultural convention sales resulted in 36,404 contracted room nights representing nearly \$11 million in future visitor spending.
- Attended several high-profile industry trade shows including National Coalition of Black Meeting Planners, Religious Conference Management Association and National Urban League among others. This effort resulted in leads representing more than 72,000 hotel room nights.
- Upcoming multicultural conventions: National Urban League (2014), Prince Hall Shriners (2015) and National Baptist Convention, USA (2017).
- Collaboration with the Cincinnati Art Museum and regional artist Annie Ruth resulted in a 12-foot mural designed by 500 World Choir Games participants from around the globe (pictured right).



MARKETING & COMMUNICATIONS

Awareness of Cincinnati USA as a top-tier destination continued to grow in 2012 and the Marketing and Communications teams worked to ensure the world knew it. From meeting planners to industry leaders to national, regional and local media, Cincinnati USA strategically advanced its destination profile. Highlights include:

Marketing

- A new strategic marketing campaign highlighted Cincinnati's strengths to successfully reach planners around the globe, and included print advertising, direct mail, online ads, trade show promotions, a web feature and email marketing.
- The CVB's email open rate rose to 28% in 2012, and visits to CincyUSA.com increased 9.5% over 2011.



Communications & Strategic Development

- A targeted global media relations program resulted in more than one billion media impressions and 3,514 earned media placements representing \$27 million in publicity value.
- National desk-side briefings in New York City and Des Moines and in-market media visits resulted in global media placements that included *Chicago Tribune*, *Good Morning America* (pictured above), *Washington Post*, *Midwest Living* and *Food + Wine*, with 200 cities and dozens of countries reached.
- Locally and regionally recognized by the Public Relations Society of America (PRSA) with Cincinnati PRSA Blacksmith Award, and PRSA East Central District Diamond Award Best in Show.



STATEMENT OF FINANCIAL POSITION

DECEMBER 31, 2012

	2012 (unaudited)	2011 (audited)
ASSETS		
Current Assets:		
Cash and Cash Equivalents	\$1,353,656	\$979,380
County Lodging Tax Receivables	\$1,177,671	\$1,108,427
Program Receivables	\$86,562	\$22,763
Subscription Receivables	\$57,317	\$17,667
Other Receivables	\$0	\$1,912,400
Prepaid Expenses	\$51,357	\$32,668
Total Current Assets	\$2,726,563	\$4,073,305
Non-Current Assets:		
Property, Plant and Equipment	\$644,312	\$592,829
Less Accumulated Depreciation	(\$579,833)	(\$549,530)
	\$64,479	\$43,299
Total Assets	\$2,791,042	\$4,116,604
LIABILITIES AND NET ASSETS		
Accounts and Grants Payable	\$1,397,625	\$2,059,053
Other Accrued Liabilities	\$398,252	\$477,634
Deferred Subscription Income	\$149,187	\$33,780
Capital Lease Obligation	\$0	\$0
Total Liabilities	\$1,945,064	\$2,570,467
Net Assets	\$845,978	\$1,546,137
Total Liabilities and Net Assets	\$2,791,042	\$4,116,604

VISITOR CENTER

The Visitor Center has quickly become an indispensable resource for leisure travelers, convention attendees and locals alike. Located on Fountain Square, the Center has resources such as maps, event information, restaurant menus and brochures from hundreds of Cincinnati USA restaurants and attractions. Highlights include:

- Celebrated its second anniversary in 2012; assisting nearly 7,500 visitors (50% increase over 2011) from 30 states and 34 countries.
- More than 60 volunteers dedicated nearly 2,500 hours of service to the Center.

