

2017

**Travel Writers Hosted
and
Earned Media Procured**

Visit Fort Wayne works to promote our city through the use of earned media (articles written about our destination).

Our Marketing and Communications staff works with travel writers, publications, and websites, to introduce our community, invite them to visit, and encourage them to experience for themselves.

2017 was a record year for these efforts.



Summary – Writers Hosted

Visit Fort Wayne hosted 17 writers individually (as of September 30)

Visit Fort Wayne hosted 3 Group Media Tours, adding an additional 23 writers hosted

Visit Fort Wayne attended 2 shows to meet individually with over 100 additional writers, inviting them to learn more about (and visit!) Fort Wayne

Summary – Articles Written

Over 47 articles published (as of September 30)

With a combined reach of 4.4 million monthly pageviews

While in town, our writers reached over 1 million people via their social media

**Due to the extent of coverage, this collection is quite long.
We have organized it into the following chapters.**

2017 Earned Media Coverage

April Media Tour

[Writers Hosted \(link\)](#)

[Articles Produced \(link\)](#)

August Media Tour

[Writers Hosted \(link\)](#)

[Articles Produced \(link\)](#)

Midwest Living

[Writers Hosted \(link\)](#)

[Articles Produced \(link\)](#)

Individually Hosted Writers

[Writers Hosted \(link\)](#)

[Articles Produced \(link\)](#)

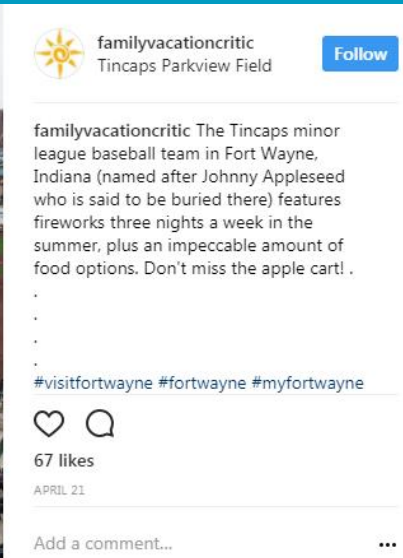
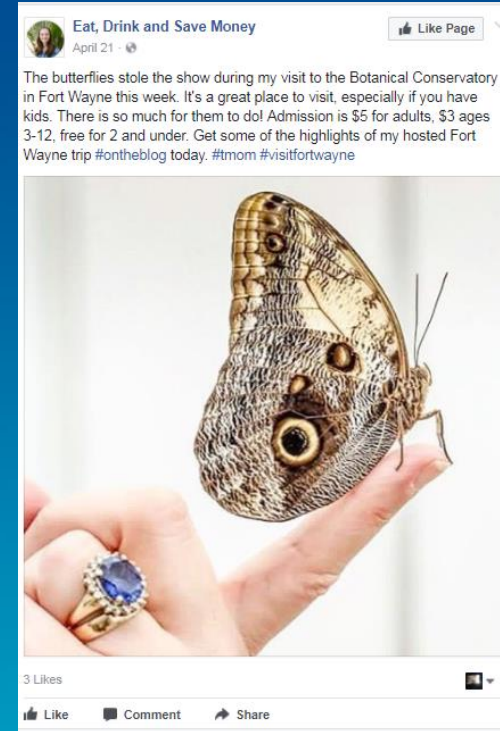
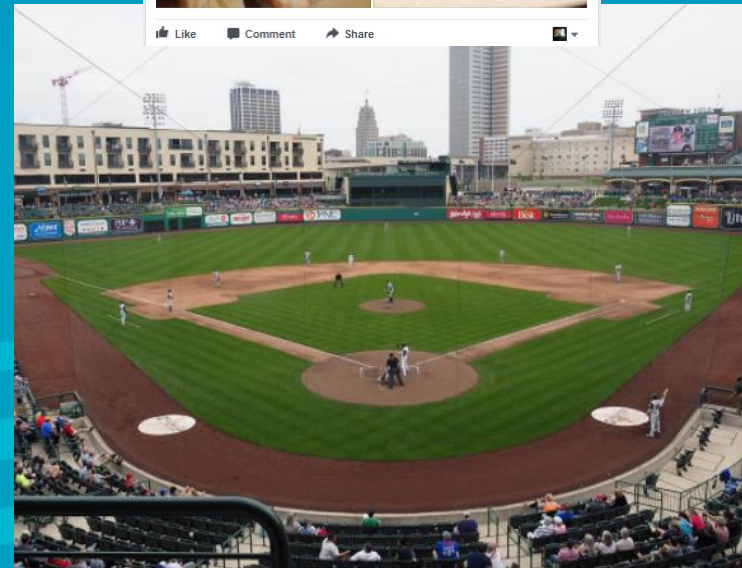
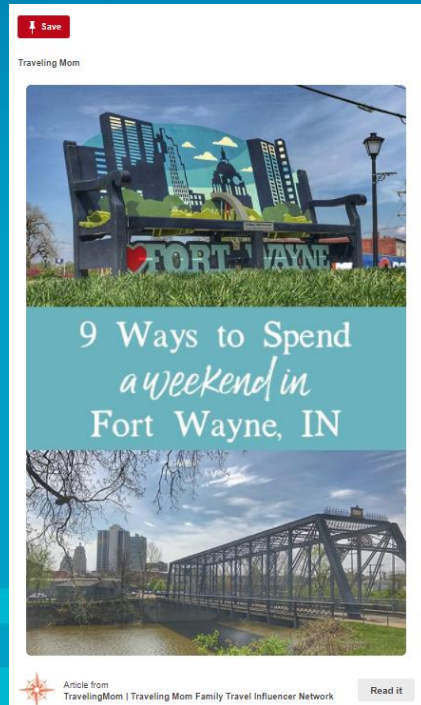
Writers Hosted: April FAM Tour





Nine writers (none of whom had ever been to Indiana) attended our April FAM tour, enjoying the Vera Bradley Outlet Sale, Genealogy Center, Riverfront Fort Wayne, Outstanding Dining and Family Attractions.

While here, they produced 199,130 exposures via social media coverage.





wherever_i_mayroamblog
Wells Street Bridge (For...)
Follow

wherever_i_mayroamblog You should definitely @visitfortwayne What a great trip we have had. I hate saying goodbye. Can now check Indiana off my bucket list. #TBIN #TMOM #myfortwayne

View all 27 comments

letmegiveyousomeadvice Glad the Hoosier state treated you well 😊

gregviau You had been following me since January 4. Is there a particular reason for the unfollow?

genealogycenter Love this!

travelwithtay I love this photo! ❤️

sarahstierch Midwest represent. Ha! I'm a born Hoosier and honestly, I think I only went to Ft. Wayne twice in my life! LOL!

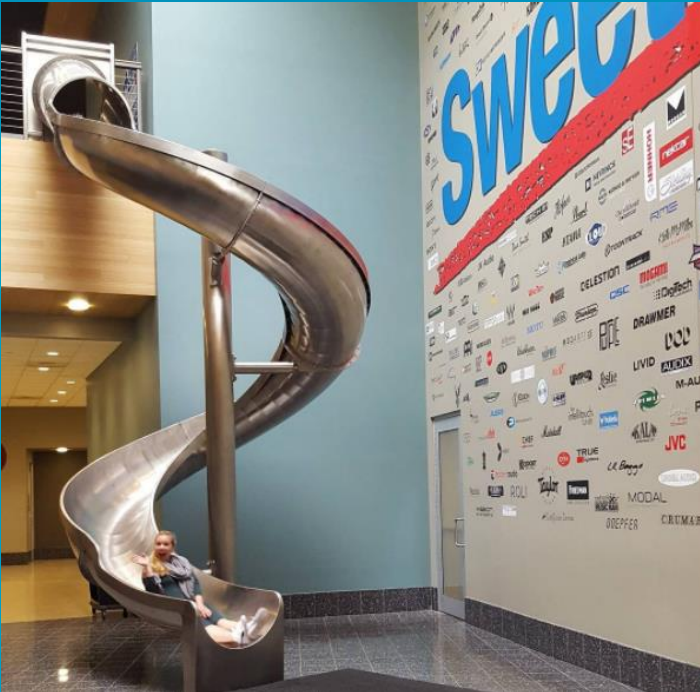
frugalmama I spy Kyle! :) I am so sad that I had to turn down this trio. Looks like you

❤️ 💬

439 likes

APRIL 20

Add a comment...



ohiogirltravels
Fort Wayne, Indiana
Follow

ohiogirltravels Felt like a child again sliding down the @sweetwatersound giant metal slide in @VisitFortWayne!

Slide on over to the blog to read "8 Reasons to visit Fort Wayne, Indiana!" Click on link in bio (@ohiogirltravels)! ☺️

#MyFortWayne #VisitFortWayne #FortWayne #Indiana #H2GIndiana #VisitIndiana #ExploreIndiana #hosted

View all 30 comments

thekiwicouple Ha this looks sooo fun!!!

kiwisoffcourse I want one

tiffcampos Haha looks likes so much fun! 😊

❤️ 💬

421 likes

MAY 24

Add a comment...

Ohio Girl Travels
May 24 · 🌐

NEW BLOG POST! Have you visited Fort Wayne, Indiana? If not, this summer is the perfect time to visit! Read my top 8 Reasons to visit Fort Wayne, Indiana! 😊 Visit Fort Wayne | Visit Indiana

<http://www.ohiogirltravels.com/8-reasons-visit-fort-wayne-.../>

#VisitFortWayne #MyFortWayne #FortWayne #Indiana #VisitIndiana #hosted



8 Reasons To Visit Fort Wayne, Indiana

Located in northeastern Indiana, Fort Wayne is full of Midwestern charm! Planning a visit? Read these 8 reasons to visit Fort Wayne, Indiana!

OHIOGIRLTRAVELS.COM

Sand and Snow and everywhere in between
April 19 · 🌐

The Yummi Bunni totally lived up to the hype! Birthday Cake ice cream, glazed donut, and Fruity Pebbles! #followthebunni #mom #visitfortwayne #hosted



Like Comment Share

VisitFortWayne[®]
INDIANA



Sarah Stierch Ha! I'm a born Hoosier and I think I went to Fort Wayne twice in my life (I'm from Indianapolis). Love this guide and I'm going to send it to a few friends!

Like · Reply · 1 · May 26 at 2:54pm



Ohio Girl Travels Thanks so much Sarah! I do the same thing with cities in Ohio, like Cleveland, only visited once! 😊

Like · Reply · May 26 at 5:01pm



Erin Klema I actually have stopped in Fort Wayne, or at least a city right outside of it, while driving back to Grand Rapids from Nashville. I didn't get a chance to explore the city, so I'll have to go back to check out your suggestions.

Like · Reply · 1 · May 28 at 10:05am



Ohio Girl Travels Thanks Erin! You should, Fort Wayne is a great city!

Like · Reply · May 31 at 2:07pm



Danielle Noonan I basically knew nothing about Indiana before reading this!

Like · Reply · 1 · May 29 at 9:10am



Ohio Girl Travels Ha! Well, now you will have to make a visit to the Midwest! 😊

Like · Reply · May 31 at 2:07pm



Mindi Hirsch Not yet but you make a convincing argument!

Like · Reply · 1 · May 26 at 4:44pm



Ohio Girl Travels Thank you! 😊

Like · Reply · May 26 at 4:58pm



Laura Robinson Not yet unfortunately!

Like · Reply · 1 · May 26 at 5:25am



Ohio Girl Travels You should go, there's lots to do! 😊

Like · Reply · May 26 at 4:58pm



Christina Wagar I haven't yet. Sounds like a visit should be in order for us.

Like · Reply · 1 · May 28 at 4:33pm



Paula Gaston I have never been but after reading this I really want to visit! So many places in this world I need to see 🙌

Like · Reply · 1 · May 28 at 11:38am



Anisa Alhilali I haven't been! I had no idea there was so much to do

Like · Reply · 1 · May 28 at 2:55am



Sheena Leong I had no idea there were so many things to see & do there

Like · Reply · 1 · May 28 at 12:09pm



Carol Esguerra Colborn all the art and history!

Like · Reply · 1 · May 28 at 6:33am

**Since visiting, they have produced 14 stories as
a result of their visits**

**(excerpts from these articles and links to the
complete coverage follow)**

Raising Dick & Jane

Fort Wayne, Indiana was indeed a large city bustling with people yet somehow it had a unique feeling of home. As I drove into Fort Wayne, I couldn't help but notice the pedestrian paths winding along beside the riverbank. As we made our way downtown, I immediately noticed that the city's minor league baseball field was situated between homes and neighborhoods in a cozy, community-oriented design. The nearby arts campus? It was blooming with imagination and diversity, bringing the communities personality to light.

Link to story:

[11 Things To Do in Fort Wayne, Indiana with Kids](#)

Audience: 4,000 pageviews/month



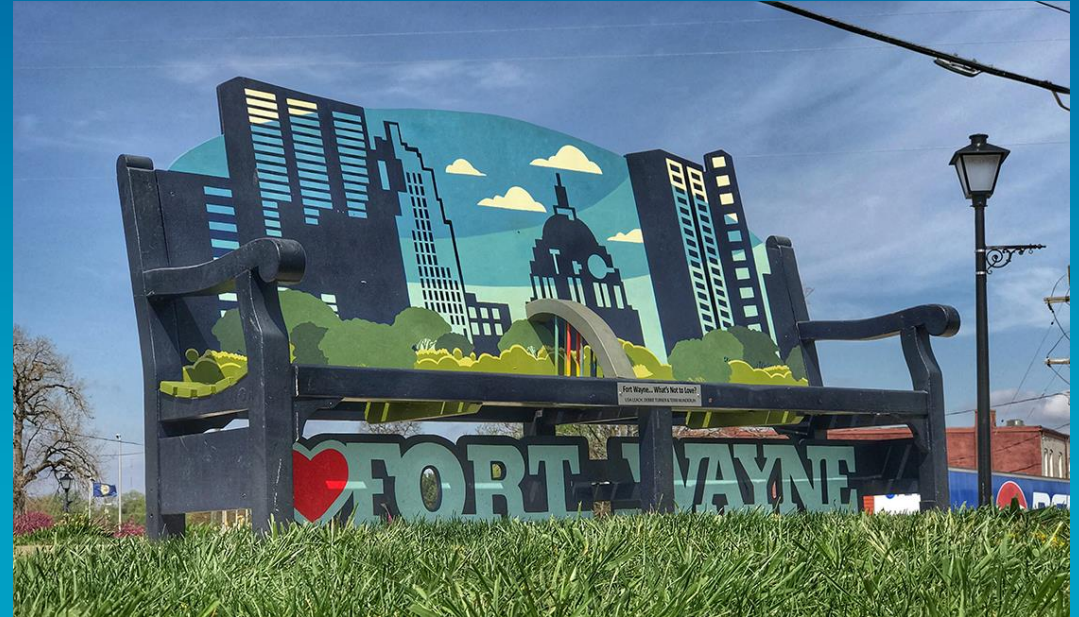
Traveling Mom

Fort Wayne isn't always the first place that pops into your mind when you think about planning a weekend getaway in the Midwest. But it should be. A hidden gem known mostly to devoted Vera Bradley fans, a weekend in Fort Wayne, Indiana, offers a wide variety of family-friendly activities amidst the charm and friendliness you expect from the Midwest.

Link to story:

[9 Ways To Spend a Weekend in Fort Wayne, Indiana](#)

Audience: 346,000 pageviews/month



Ohio Girl Travels

Located in the northeastern corner of Indiana, Fort Wayne is the second largest city in the state. Sitting along the convergence of three rivers (the St. Mary's, St. Joseph and Maumee rivers), Fort Wayne has been a thriving Midwestern city for more than 200 years.

With a walkable downtown, an up-and-coming art scene, historical attractions, river activities and a delicious food scene, Fort Wayne welcomes visitors to explore its Midwestern charms.

Link to story:

[8 Reasons to Visit Fort Wayne, Indiana](#)

Audience: 4,500 pageviews/month



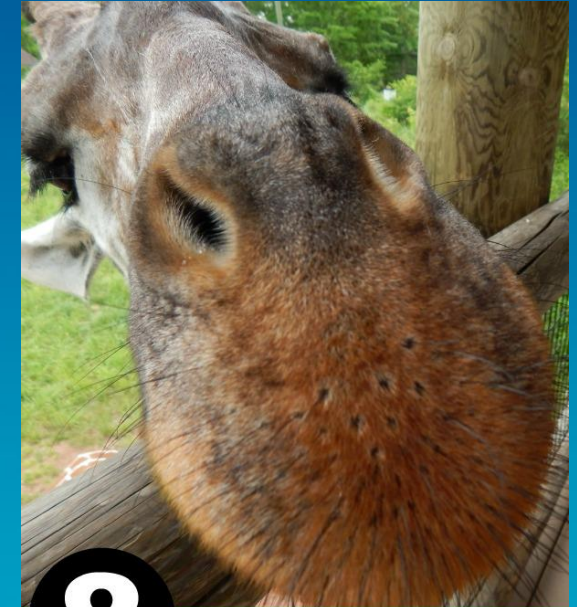
Sand and Snow

There are some road trips that I know what to expect. I know exactly what the city has to offer me and my family and I'm stoked. Then there are cities that I don't know much about so I'm even more excited – and Fort Wayne, Indiana, was one of them until very recently. I had the pleasure of being chauffeured around the fun city by none other than the folks that know it best (its Visitors Bureau!) and learned that the city is so much more than the spot to score Vera Bradley goodies. Here's my top ways to have an amazing and memorable family getaway to Fort Wayne, Indiana.

Link to story:

[How to Have an Amazing Family Getaway to Fort Wayne, Indiana](#)

Audience: 118,000 pageviews/month



8 ways to have an
AMAZING family getaway to
Fort Wayne, Indiana

Wherever I May Roam

Indiana prides itself on being the Heartland of America. On my first visit to Indiana, I met up with nine other travel writers for a familiarization trip in Fort Wayne, the state's second largest city. Our itinerary was across the board; we went to a baseball game, Vera Bradley sale, and some incredible restaurants. Here are seven things that I recommend doing while visiting Fort Wayne, Indiana.

Link to story:

[7 Things to See and Do While Visiting Fort Wayne, Indiana](#)



Eat, Drink, and Save Money & Traveling Mom

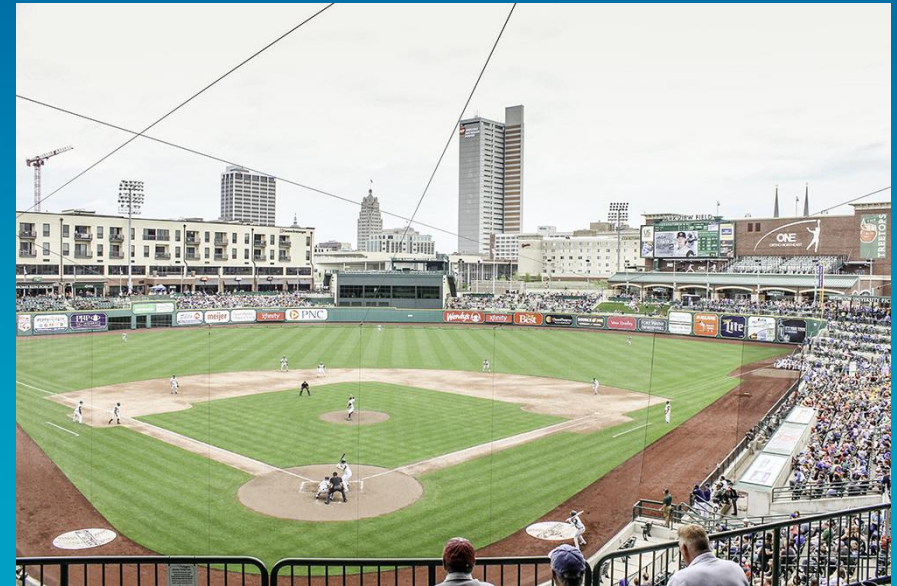
Before visiting Fort Wayne, I'd only been to Indiana a handful of times as a kid to visit Holiday World on family vacations. While I'd enjoyed my trips to Indiana, I never thought of the state as a travel destination. My feelings definitely changed after visiting Fort Wayne. One trip to the city and I'm already trying to figure out how I can get my family back up there.

Link to stories:

[Fort Wayne Highlights](#)

[Affordable Family Fun in Fort Wayne, Indiana](#)

Audience: 30,041 pageviews/month



Family Vacation Critic

The people are friendly, the food is delicious and the attractions are family friendly. Downtown Fort Wayne is a walkable town with plenty for families to do. Families can catch a baseball game, paddle a kayak in the river, stroll the river trails, visit the art museum, smell the flowers at the botanical gardens, attend a show at the theater or grab a meal at one of the many restaurants or food trucks. Just a short drive outside of the downtown area, there is a cute children's zoo where all the animals are viewable from a kid's height; Science Central offers hands-on exhibits; and the Amish countryside and village of Grabill offer vintage and antique shopping.



Link to story:

[Fort Wayne, Indiana Family Vacations](#)

Audience: 3,770,000 pageviews/month

My Family Travels

Whether it always feels that way in America's heartland, or the fact that a sheriff is handing out chocolate chip cookies at the airport, Fort Wayne is the kind of place you immediately feel at home. I don't actually have family ties to this friendly town, but I suspect their amazing genealogy research center will soon find ties to all humankind.

Link to story:

[Family Ties to Fort Wayne](#)

Audience: 250,000 pageviews/month



Writers Hosted: Midwest Living

Midwest Living

“Our staff started jonesing ... during a planning meeting a few months ago. So on the spot, we declared a plan for the first-ever Midwest Living Road Rally. We got busy choosing the perfect dashboard bobblehead and arguing over playlists.

Then we started wondering where to actually do this. What if—to add a little drama—someone else got to decide? The word went out: We’re packed up and ready to go. Who has a good route?

It wasn’t long before the Visit Indiana team won us over with a convincing case for showing off a few corners of Hoosierland that we may have missed. So we made them an official partner and set the date for May’s Visit Indiana week.

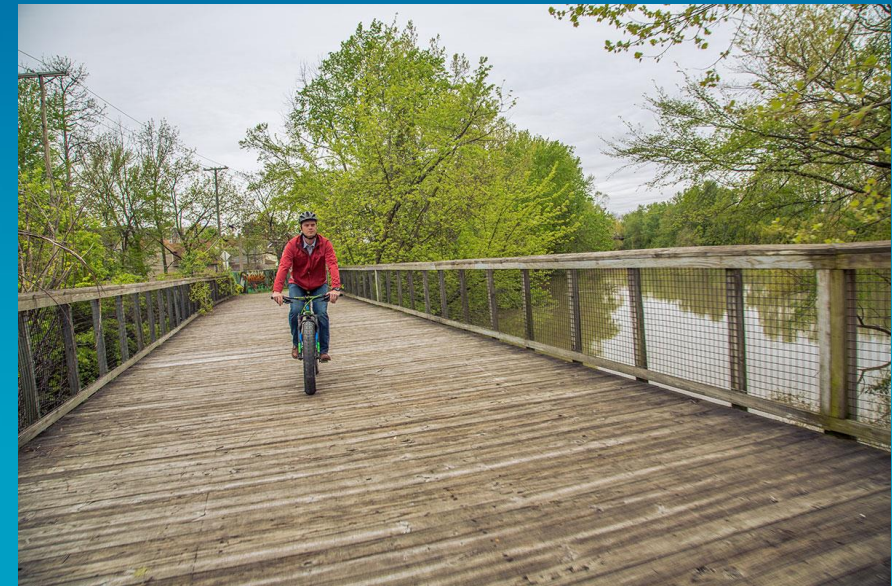
During the week, we visited three Indiana destinations: Southern Indiana, Hamilton County, Indiana and Fort Wayne.”



Midwest Living: Fort Wayne Road Rally

Itinerary

- ✓ Donation ceremony of \$1000 to Turnstone at Taylor's Dream, Indiana's first boundless playground
- ✓ Lunch Cindy's Diner
- ✓ Sweet treats at DeBrand's
- ✓ Bike Tour with local historian
- ✓ Paddleboard with Fort Wayne Outfitters
- ✓ Dinner at Tolon
- ✓ Throw out the first pitch at the Tincaps



Midwest Living



Fort Wayne This inspiring playground in Kraeger Park reveals Fort Wayne's commitment to all its kids. Features like soft landing places and access ramps ensure kids of all abilities can come out to play.



"The deviled eggs add Sriracha and miso paste to this staple Midwest appetizer. And the three-layer chocolate cake features miso mousse and bacon-chocolate ganache between the layers. The sweet-salty combo will change your idea of dessert."



"Bringing the caravan to Fort Wayne led to some celebrity privileges. The Tincaps baseball team, for example, invited me to play Top Bun in the famed Build-A-Burger race. The Tincaps' Parkview Field is a major story in the minor leagues, thanks to its versions of Wrigley Field's rooftop seating and Camden Yards' warehouse neighbors. "

Midwest Living Media Summary

Visit Fort Wayne Posts:

27,117 impressions
275 engagements
17,301 story views
211 likes
8 retweets
7 comments

Midwest Living Posts:

950,000 circulation
6,757 video views
551 likes
71 impressions

Articles Published:

- [6 Great Stops in Fort Wayne, Indiana](#)
- [Indiana Road Rally Itinerary](#)
- [Road Rally 2017: River-to-River in Indiana](#)

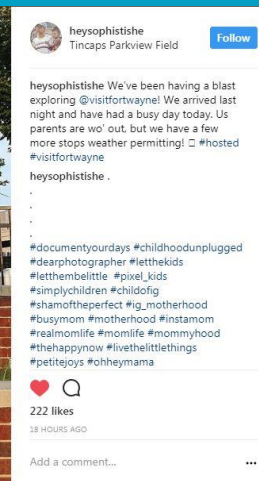
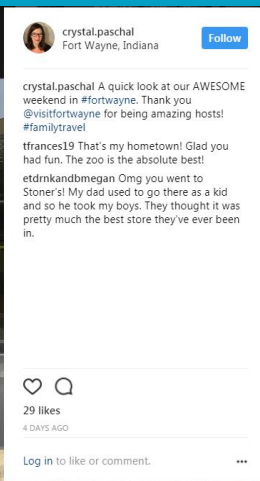
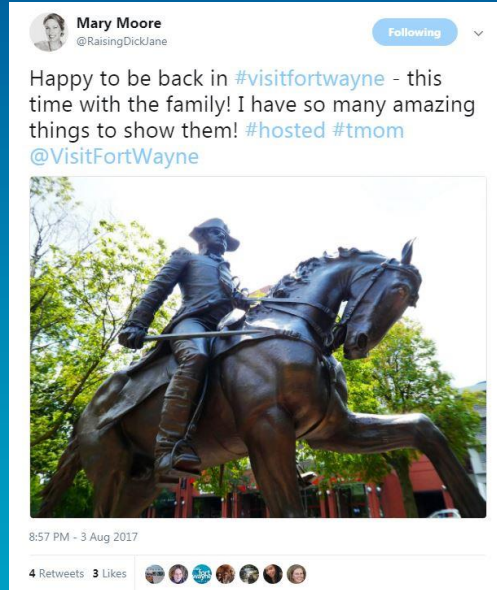
Featured on [WOWO](#), [Journal Gazette](#), ABC21, [Fort Wayne's NBC](#), WANE TV, [News-Sentinel](#) and more!

Writers Hosted: August “Family FAM” Tour



In August, we hosted a “Family FAM,” inviting writers to bring their spouses and children with them so that they could experience Fort Wayne as visitors do. The day was spent enjoying family attractions and fun!

While here, they produced 220,493 exposures via their social media channels.



Since visiting, they have produced 7 stories 22,000 pageviews/month

I have lived just across the Indiana/Ohio border from the Fort Wayne area for seventeen years. Early on, there weren't a whole lot of reasons to make the 25 min trip. Maybe to go to the mall. Or for an event at the Coliseum... Every once in awhile, a Wizards game.

That's all changed now.

It all started when the Wizards changed their name and moved downtown. Parkview Field was constructed, and the newly named TruCaps brought with them the change the city was needing.



Midwest Family Food and Fun

We were so honored and excited when we were invited by Visit Fort Wayne to come spend the day with them. We knew it was going to be a blast! What we didn't realize is how much there really is to see and do in Fort Wayne, Indiana. If you follow us on social media, you've gotten a sneak peek of all the action. It really is a perfect family fun and friendly town.

Link to story:

[Family Fun in Fort Wayne](#)

Audience: 13,000 pageviews/month



Indianapolis Moms Blog

Nearly 20 years ago, I moved to a small town in northeast Indiana to attend a small, Christian liberal arts school. I quickly learned my way around the city of Fort Wayne, as it was a mere 30 minute drive and offered a shopping mall and a number of non-fast food restaurants. I haven't spent much time there in the decades since. When I was offered the opportunity for a hosted overnight trip in exchange for a review of the city, I jumped at the chance. Fort Wayne is a city with an old soul. It was my husband who actually observed this on our trip. Once he said the words, I couldn't stop seeing evidence of it everywhere. In a word, we found the city: Surprising.

Link to story:

[Finding the Unexpected in Fort Wayne](#)



Just Go Boldly

I have lived just across the Indiana/Ohio border from the Fort Wayne area for seventeen years. Early on, there weren't a whole lot of reasons to make the 25 min trip. Maybe to go to the mall. Or for an event at the Coliseum... Every once in awhile, a Wizards game.

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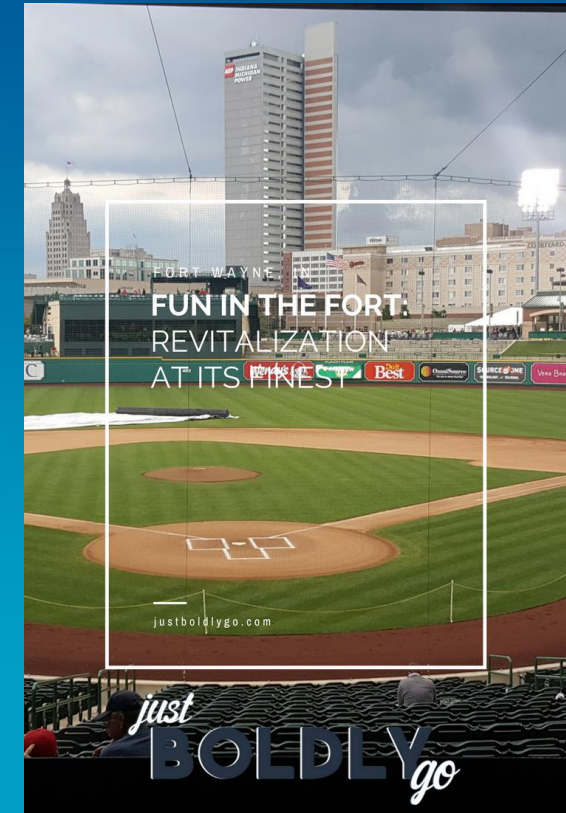
It all started when the Wizards changed their name and moved downtown. Parkview Field was constructed, and the newly named TinCaps brought with them the change the city was needing.

Or at least that's the way it seemed to an observer from Ohio.

I realize now that there was a lot more going on – a driving force of forward-thinking folks who realized that to revitalize the old Fort, you had to create reasons for people to go downtown.

Link to story:

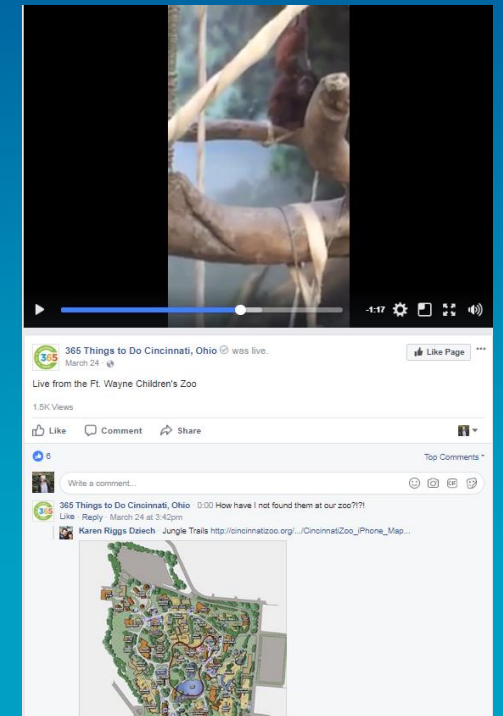
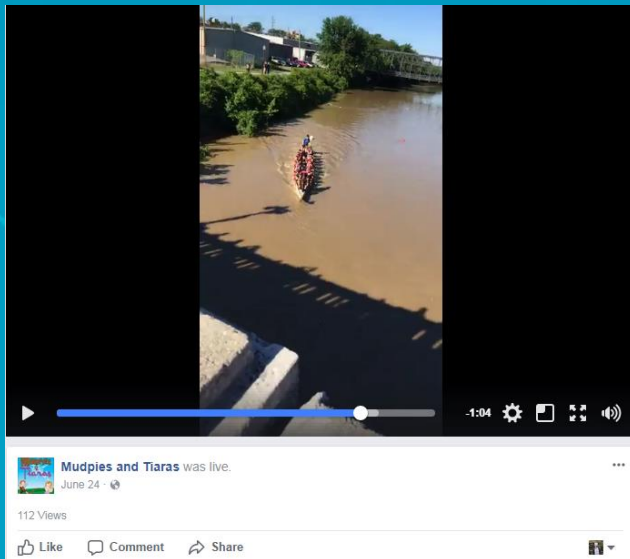
[Finding the Unexpected in Fort Wayne](#)



Writers Hosted: Individually

In addition, we invite writers to visit with their families anytime. As of September 30, we have hosted an additional 17 writers in our community

While here, they produced 440,821 exposures via social media coverage.



Since visiting, they have produced 21 stories garnering over 50,000 pageviews per month

A TRAVEL + FAMILY LIFESTYLE BLOG


Let me give you SOME ADVICE

HELPING CURIOUS FAMILIES EXPLORE MORE

HOME ABOUT FAMILY TRAVEL LIFE AT HOME TRY SOMETHING NEW

A WEEKEND WITH KIDS IN FORT WAYNE, INDIANA
JUNE 28, 2017 BY LINDSAY — 9 COMMENTS

34 208 1 233




Planning your weekend with kids in Fort Wayne is like a choose-your-own-adventure vacation. With dozens of options for activities and attractions you'll have a harder time deciding what to say no to than how to fill your time. In fact, there are so many options, you really can build a custom itinerary that fits your family's interests and ages. This kid-friendly destination is in the heart of the Midwest and boasts year-round family fun, making it a perfect option for a family getaway.

To help you get started on designing your family's getaway, here are some tips.

Where to Stay in Fort Wayne


There are a plenty of familiar family-friendly hotels to choose from in Fort Wayne and many are located in the north and south suburbs but to get the full experience of this easily accessible city, I'd recommend staying downtown. We found a 2-bedroom duplex on Airbnb in an adorable neighborhood about a 3-minute drive from downtown. With a beautiful park and rose garden within walking distance, we loved the space and the amenities of a private residence. It was our first Airbnb stay and we couldn't have been more pleased with both the accommodations and our host (stay tuned for a full post on our Airbnb experience). If you'd prefer a traditional

MEET LINDSAY



Welcome! I'm Lindsay, a wife and mom of two boys, who is perpetually convinced that there's always a way to improve everything. I can't stop searching for new ways to explore and grow and would love to help your curious family find more adventures! [Read More...](#)

INSTAGRAM - @LETMEGIVEYOUSSOMEADVICE



DISH OUR TOWN

Family of 3 from NYC, writing stories on Food & Travel, one dish at a time.

ERENDAS SHORT TRAVEL GUIDES LITTLE DOT REVIEWS


Where To Eat, What To Do & Where To Stay in Indiana

JUNE 14, 2017 ANDREW 22 COMMENTS


SHARES 0

FIRST, A STORY ABOUT THE GREAT LARRY BIRD

It was a beautiful day in May, we should have been outside enjoying the day; instead my buddies and I were stuck in a small dorm room, all of us gnawing at what was left of the skin on our knuckles and nails we had on our fingers. It was 1987 and we were students at Boston College, and our beloved Boston Celtics were about to lose to the young and tough Detroit Pistons team led by their leader, the very talented point guard, Isiah Thomas. The Celtics were playing in the Boston Garden, where they rarely lost. On this beautiful May day, they were down by one point with just five seconds left on the clock. A lost would have meant heading back to Detroit to face an elimination game. All Isiah Thomas had to do was inbound the ball and the game would have, for all intents and purposes, be over. We were about to see our invincible team lose. A hard pill to swallow as young men into sports. What would happen next goes down in basketball annals as one of its greatest moments in the sport. The great Larry Bird found a way to intercept the inbound and with a sixth sense was able to pass the ball to his teammate (Dennis Johnson) for a game-winning lay-up. Celtics Win! This secured their lead in the series, which they eventually won. Needless to say, we went wild, all having felt that we had experienced a miracle.



ABOUT



Welcome to Dish Our Town. We are the Tolentinos. A family traveling the world, one dish at a time. [More about us](#)

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LET'S TRAVEL THE WORLD TOGETHER. JOIN THE MAILING LIST

First Name



About Me Travel Ohio Intentional Living Money Homeschooling Disclaimer and Disclosure

48 hours of family-friendly fun in Fort Wayne

YoderToterBlog Leah's Blog, Travel

June 29, 2017 48 hours in family friendly fort wayne, family-friendly, fort wayne, indiana, travel with kids 2 Comments

The definitive guide to Fort Wayne, Indiana with kids

New York, Chicago, Nashville- these cities come to mind when thinking of a long weekend with which to take the kids along. Fort Wayne? Well, it wasn't on our radar and most likely hasn't made its way to yours. However, for the Midwest traveler, it's definitely worth the trip! Not only is Fort Wayne close-to-home, but it's very clean and manageable for young ones. [Here's how to spend 48 hours in family-friendly Fort Wayne:](#)

Evening #1 -

Arrive and check in to your centrally located hotel, The Hilton at the Grand Wayne Convention Center. The rooms aren't the most spacious, but you won't be in the room much (trust me).

If the Minor League baseball team, The TinCaps, are in town, walk just a block to their beautiful stadium. If not, head to dinner at the Hoppy Gnome. The Hoppy Gnome is popular for their outdoor patio, unique taco combinations, and craft beer selection. My husband and I both chose the taco platters- his favorite was the Steak & Rajitas, mine was the Three Little Pigs.

@yodertoterblog
Saved by grace - Homeschooling mom of three - Obsessed with travel and excited about LIFE. Ohio born and raised. Check out my latest posts!



Load More... Follow on Instagram

Let Me Give You Some Advice

Planning your weekend with kids in Fort Wayne is like a choose-your-own-adventure vacation. With dozens of options for activities and attractions you'll have a harder time deciding what to say no to than how to fill your time. In fact, there are so many options, you really can build a custom itinerary that fits your family's interests and ages. This kid-friendly destination is in the heart of the Midwest and boasts year round family fun, making it a perfect option for a family getaway.

Link to stories:

[Restaurants for Kids in Fort Wayne](#)

[A Weekend with Kids in Fort Wayne](#)

Audience: 3,678 pageviews a month



Dish Our Town

Brenda and I had this date circled on our itinerary. It was our first night in what is considered the culinary hotbed of Indiana, Fort Wayne; and we were on our way to Tolon Restaurant. The beauty of Fort Wayne is that it's a walking city and we can get anywhere in town quickly. We were running late for our reservation, so after checking into the Hilton Hotel, we made our way to the restaurant on foot, quickly at that. From afar we could see the signage which on it, had a depiction of a hog. Being Filipino, we are suckers for pork. This was a good sign.

Link to story:

[Where To Eat, What To Do & Where To Stay in Indiana](#)

Audience: 6,838 pageviews a month



Yoder Toter Blog

New York, Chicago, Nashville- these cities come to mind when thinking of a long weekend with which to take the kids along. Fort Wayne? Well, it wasn't on my radar and most likely hasn't made its way to yours. However, for the Midwest traveler, it's definitely worth the trip! Not only is Fort Wayne close-to-home, but it's very clean and manageable for young ones.

Link to story:

[The Definitive Guide to Fort Wayne, Indiana with Kids](#)

Audience: 26,937 pageviews a month



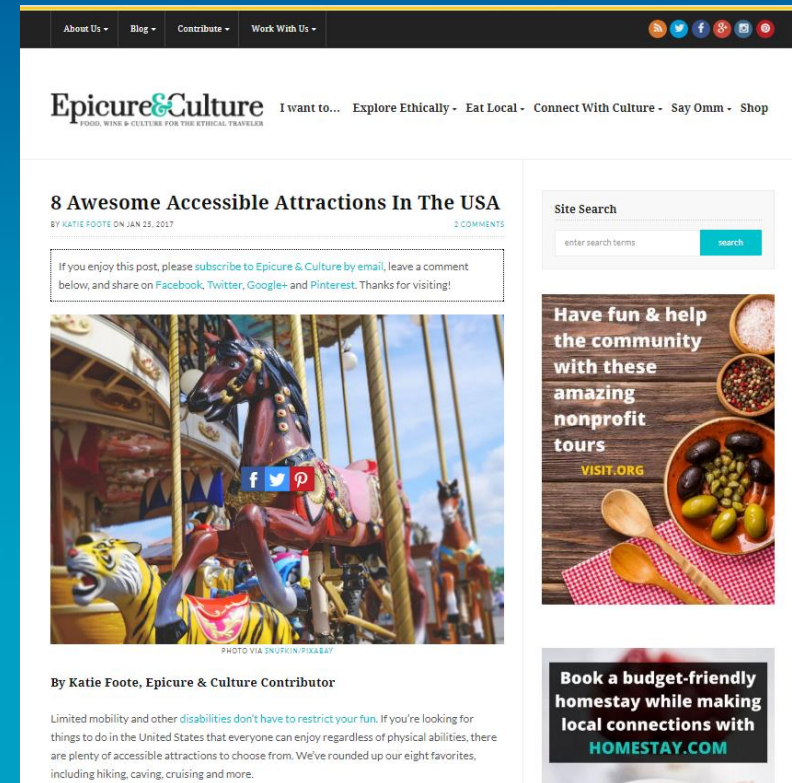
Epicure & Culture

Limited mobility and other disabilities don't have to restrict your fun. If you're looking for things to do in the United States that everyone can enjoy regardless of physical abilities, there are plenty of accessible attractions to choose from. We've rounded up our eight favorites, including hiking, caving, cruising and more.

Link to stories:

[8 Awesome Accessible Attractions in the USA](#)

Audience: 30,000 pageviews a month



The screenshot shows the website interface for Epicure & Culture. At the top, there is a navigation bar with links for 'About Us', 'Blog', 'Contribute', and 'Work With Us'. The main header features the site logo and a tagline: 'I want to... Explore Ethically - Eat Local - Connect With Culture - Say Omm - Shop'. Below the header, the main content area displays a blog post titled '8 Awesome Accessible Attractions In The USA' by Katie Foote, dated January 21, 2017. A call-to-action box encourages readers to subscribe to the site's email list and share the post on social media. The main image is a carousel horse from a fair, with social media icons overlaid. Below the image, the author's name and a short excerpt of the article are visible. To the right of the main content, there is a 'Site Search' box and two promotional banners: one for 'Visit.org' and another for 'Homestay.com'.

TravelChannel.com

If you've ever looked into your roots, or even gotten sucked into a commercial for Ancestry.com, you may be a perfect candidate for ancestry travel. Yes, it's a thing, and there are a number of ways to go about it, whether you want to stay fairly local or travel abroad with a group or on your own. Here are five ways to get started with ancestry travel.

1. Begin with public genealogy records.

Whether you travel by car to your county courthouse or fly out to a genealogy library, like The Genealogy Center in Fort Wayne, Indiana, you're bound to gain insights into your family heritage. Genealogists at The Genealogy Center can help you dig deep into their massive genealogy collection to research your ancestry.

Link to stories:

[Ancestry Travel Is a Thing, You Should Try It](#)

Audience: 1.8 million pageviews a month

