



## A New Era Begins

Tourism remains a vital economic engine for Cincinnati, driving jobs, community investment, and long-term growth while positioning the region for continued competitiveness on a national stage.

In 2025, Cincinnati stood on the edge of a significant milestone with the opening of the downtown Convention Center in January 2026. Years of planning, investment, and collaboration are now realized in a reimagined facility that strengthens the destination's position in the meetings and conventions industry.

The Sharonville Convention Center continued to play an important role in supporting meetings and events throughout the year, ensuring Cincinnati remained competitive and active during construction.

As the region prepared for a transformative new era in convention and meetings infrastructure, Visit Cincy balanced near-term industry realities with long-term opportunity, generating demand, supporting partners, and keeping Cincinnati top of mind with meeting planners and travelers nationwide.

Tourism continues to deliver a measurable impact across Cincinnati:

- \$6.5 billion in visitor spending
- 25.9 million visitors
- 67,000 jobs supported
- \$352 million in state and local tax revenue

The following report highlights the results of that work and Visit Cincy's role in advancing the visitor economy.

\*Visitor volume (Longwoods International) and visitor spending (Tourism Economics), 2023 results for Hamilton County, Ohio and Northern Kentucky

# MEETING & CONVENTION SALES & SERVICES

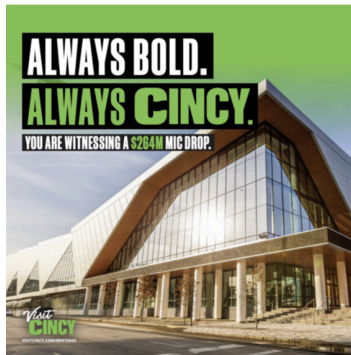
As the Convention Center reopening approached, Visit Cincy's sales efforts delivered strong performance, exceeding key goals and building a robust pipeline for future business.

- **Tentative Bookings (future pace)**
  - Generated more than **700 leads**, up **7% over 2024** and the highest since 2019
  - Average lead size increased **19% over 2024** and **7% over 2019**
  - Total potential economic impact exceeded **\$540 million**, up **27% over 2024**
- **Definite Bookings**
  - Booked **210 future meetings**, generating more than **\$155 million** in direct economic impact
- More than **150** tradeshow, conventions, site inspections, client events, and familiarization (FAM) visits
- **96.2% meeting planner satisfaction rate** based on 21 completed surveys

# MEETINGS & CONVENTIONS MARKETING

Visit Cincy strengthened engagement with meeting planners and increased visibility within the meetings industry through targeted outreach and a national campaign promoting Cincinnati's new convention product.

- **66,200 engaged sessions** on VisitCincy.com meetings pages, up **128% year over year**
- **82 stories** generating **1.17 billion Unique Month Visitors (UMV)** in meetings and conventions media coverage
- Engagement with more than **3,000 clients**



# DRIVING LEISURE DEMAND

Visit Cincy and MeetNKY collaborate on integrated marketing and public relations efforts that increase national visibility and drive visitation through content and targeted campaigns.

- **142 stories** generating **2.6 billion Unique Monthly Visitors (UMV)** in leisure media coverage
- **3.5 million engaged sessions** on VisitCincy.com, up **24% over 2024**
- **291,000+ referrals to partner businesses** from VisitCincy.com
- **Paid media campaigns generated:**
  - **197 million+ paid media impressions**, expanding awareness across key markets
  - **3.43 million advertising clicks**
  - **1.88 million site visits** from programmatic efforts
  - **1.6 million paid social engaged sessions**, up **170.6%**

# SPORTS TOURISM

Visit Cincy played a key role in launching the Cincinnati Regional Sports Commission in 2025 as part of a public-private partnership with regional stakeholders, strengthening the destination's ability to compete for sports-related events.

- Generated more than **30,000 future room nights** and more than **\$7 million** in economic impact in its first year
- Established through collaboration with business, government, and tourism partners across the region
- Positions Cincinnati to attract high-impact amateur and professional sporting events



# WORKFORCE & COMMUNITY IMPACT

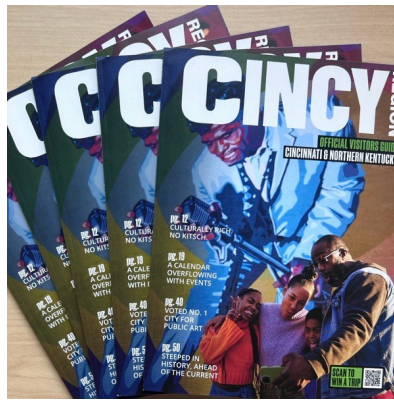
Visit Cincy continues to support workforce development and strengthen connections between the hospitality industry and the community.

- **57 graduates** from the Dan Lincoln Institute for Hospitality Leadership in 2025
- Workforce and community engagement included five programs in partnership with:
  - Withrow University High School
  - Oyler High School
  - AchievePoint Career Academy
  - 3CDC
  - LADD
- Expanded engagement with local businesses, increasing participation from **41 diverse vendors**, up from 19 in 2024

# PARTNERSHIP

Visit Cincy strengthened its partnership program in 2025 to drive revenue growth, deepen industry connections, and ensure the program continues to meet the needs of community stakeholders.

- Increased partnership program membership revenue by **65% in 2025**
- Produced the "Meetings Made Cincy" event to showcase **26 partner venues** and services to **more than 60 regional meeting planners**
- Launched Industry Roundtable groups to connect like-businesses around shared tourism issues
- Conducted a full review of the partnership program to inform its future direction and alignment with community needs



## INDUSTRY RECOGNITION

Visit Cincy's work was recognized across the travel and meetings industry in 2025.

- *Smart Meetings* Platinum Choice Award
- *Smart Meetings* Best Cosmopolitan CVB
- Ohio Travel Association Ruby Award for Best Travel Guide & Planner
- U.S. Travel Association ESTO Awards finalist for Best Visitors Guide
- eTourism Best Emerging Technology Integration (with Stellar)
- *Cincinnati Business Courier* Best Place to Work Finalist

## FINANCIAL REPORT

Visit Cincy maintained strong financial stewardship throughout the year.

- Budget managed with no negative variance.

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