

CINNATI USA



A WORLD-CLASS EXPERIENCE

CRAFTED HERE

AND HERE



AND
HERE



AND HERE



Here Too



AND HERE



2015 ANNUAL REPORT

CINNATIUSA
CONVENTION & VISITORS BUREAU

2015 THE YEAR IN REVIEW

It was an exceptional 2015 for the Cincinnati USA tourism and hospitality industry. With more than 24 million visitors exploring the ever-growing and diverse range of experiences. Our tourism industry continues to be a strong and growing economic engine, generating more than \$4 billion in annual economic impact and employing more than 74,000 residents.*

NOTABLE INDUSTRY ACCOMPLISHMENTS IN 2015 INCLUDED:

- Amplification of our region’s progress, thriving urban cores, and vibrant local culture during Major League Baseball’s 86th All-Star Game to a national audience
- A 4th straight year of increased meeting and convention business bookings
- Incredible investment and innovation in Cincinnati USA, broadening every aspect of our locally crafted visitor offerings

*Source: The Economic Impact of Tourism in the Greater Cincinnati Region, prepared by Tourism Economics. Results released May 2015.

There has never been a more exciting time for our industry. Together, we look forward to growing the positive impact of our industry, helping conventions and tourism play an increasingly important role in the prosperity and sustainability of Cincinnati USA.

Sincerely,



EDGAR L. SMITH

Chairman of the Board of Directors



DAN LINCOLN

President and CEO

INVESTMENTS:

Together with meetNKY, the CVB continued its investment in regional travel and tourism marketing through the Cincinnati USA Regional Tourism Network, which celebrated its 10th year. The CVB also continued its investment in the Greater Cincinnati Sports Corporation, driving sports business to the region.



PARTNERSHIPS

The CVB is proud to partner with organizations across the region, including:



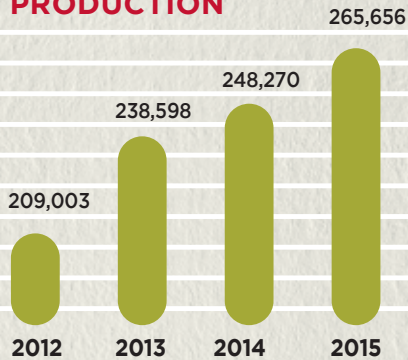
MEETING AND CONVENTION SALES SURPASS 2015 GOALS

FOUR YEARS OF INCREASED PRODUCTION

OVERALL HOTEL ROOM REVENUE PRODUCTION UP BY

28%

ROOM NIGHT PRODUCTION



In 2015, the CVB surpassed goals and expectations for driving meetings, conventions and tradeshows to Cincinnati USA.

KEY 2015 ACCOMPLISHMENTS INCLUDE:

- Booked more than 265,000 room nights for future years, a 7% increase over 2014 representing more than \$79 million in future visitor spending
- Increased overall CVB-produced hotel room revenue by 28%, from \$30.7 million to \$39.3 million
- Generated a 112% increase in sales leads over 2014, representing more than one million room nights in the pipeline for future conventions



Dynamic new CVB print advertising generated 775,000 impressions in the meetings market

Playing an important role in the CVB team's success were aggressive strategies engaging niche markets, including:

MULTICULTURAL

- Leveraged Cincinnati's leadership role in multicultural market, speaking on panel at the inaugural *State of Black Tourism Summit* in Washington D.C.
- Appointed to the National Board of the Coalition of Black Meeting Planners
- Hosted or booked 16 of the top 25 Multicultural Conventions (according to *Black Meetings & Tourism Magazine*)

LGBT

- Launched new dedicated microsite and advertising
- Assisted 8 area hotels in obtaining TAG Approved® status
- Became active members in the national Gay and Lesbian Convention & Visitors Bureau (GLCVB) and the International Gay & Lesbian Travel Association (IGLTA)
- One of three leaders to speak on industry panel at CMI Conference on LGBT Tourism & Hospitality

Dan Lincoln and CVB team with industry leaders at State of Black Tourism Summit



CVB MEMBERSHIP:

81 new businesses joined the CVB in 2015. This strong membership base helps the CVB promote the region and make connections within the industry, driving visitors to member businesses.

81 NEW
MEMBERS



Member Orientation at Newport Aquarium

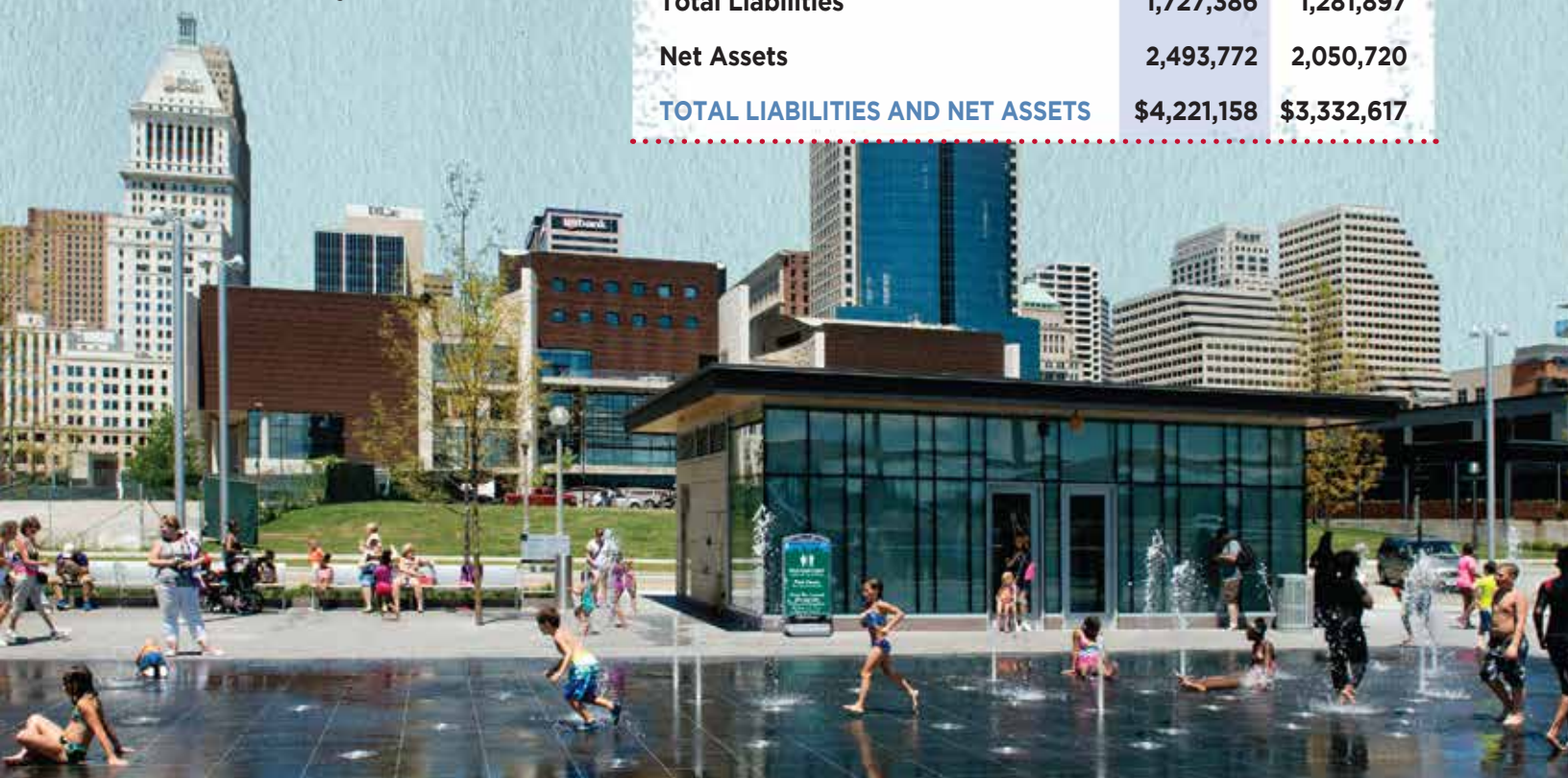
FINANCES

RESPONSIBLE COMMUNITY INVESTMENT

As part of an organizational dedication to diverse business spending, the CVB tracks annual spend with small, minority- and woman-owned businesses, as well as those owned by veterans, LGBT, and people with disabilities. The CVB continues as a Cincinnati USA Regional Chamber Minority Business Accelerator Goal Setter for a third year.

STATEMENT OF FINANCIAL POSITION 12.31.15

ASSETS	2015 (unaudited)	2014 (audited)
Current Assets		
Cash and Cash Equivalents	\$1,660,818	\$1,797,329
County Lodging Tax Receivables	1,944,232	1,370,812
Program Receivables	29,472	16,068
Membership Receivables	59,286	35,720
Other Receivables	262,189	11,022
Less Allowance for Doubtful Accounts	(38,943)	(38,943)
Prepaid Expenses	244,454	37,294
Total Current Assets	4,161,508	3,229,302
NON-CURRENT ASSETS		
Property, Plant and Equipment	721,609	711,274
Less Accumulated Depreciation	(661,959)	(607,959)
	59,650	103,315
TOTAL ASSETS	\$4,221,158	\$3,332,617
LIABILITIES AND NET ASSETS		
Accounts and Grants Payable	\$871,610	\$738,709
Other Accrued Liabilities	578,369	466,240
Deferred Subscription Income	255,031	41,408
Capital Lease Obligation	22,376	35,540
Total Liabilities	1,727,386	1,281,897
Net Assets	2,493,772	2,050,720
TOTAL LIABILITIES AND NET ASSETS	\$4,221,158	\$3,332,617



NEW HOTEL DEVELOPMENT

INCLUDES HISTORIC RENOVATIONS AND NEW CONSTRUCTION



New development interest is spurring a regional building boom and expanding our hospitality offerings.



Groundbreaking for the Hyatt Place Hotel at Sharonville Convention Center

Since 2009, six new hotels with a combined 1,000+ rooms have opened in downtown Cincinnati, and the next two years bring another five properties with 673 rooms. Regional hotel developments like the upcoming Hyatt Place Sharonville and the renovation of the Embassy Suites Blue Ash also continue to add capacity and value to the Cincinnati North meetings market.

Importantly, the demand for the Cincinnati USA experience is quickly absorbing this new supply of hotel rooms - maintaining occupancy rates and *growing* the average daily rate by 10.2% in 2015.

MAINTAINING OCCUPANCY RATES AND GROWING THE AVERAGE DAILY RATE BY

10.2%
IN 2015

Downtown Hampton/Homewood ribbon cutting

RECENT & FUTURE HOTEL DEVELOPMENT

HOTEL PROPERTY	ROOMS	YEAR	NOTES
Hampton Inn and Homewood Suites	144 and 105	2015	Housed in the historic 1926 Enquirer Building
Holiday Inn & Suites	117	2016	1st new hotel build Downtown in 30 years
AC Hotel by Marriott	170	2017	Upscale lifestyle brand at The Banks
Autograph Collection by Marriott	106	2017	Renovating Lytle Park's historic Anna Louise Inn
Hyatt Place Sharonville	120	2017	Connected to Sharonville Convention Center
Duttenhoffer Building	160	2017	Renovation of the historic 1916 Duttenhofer Building on 6th Street



CONNECTING WITH THE CINCINNATI USA VISITOR

In 2015, Cincinnati emerged as one of the most engaging, exciting and affordable destinations in the country.

With dozens of new and award-winning microbreweries and restaurants, revitalized riverfronts, downtown historic neighborhoods, and unforgettable festivals and events like the MLB All-Star Game, Cincinnati USA attracted new visitors and national media attention in 2015.



The CVB increased email touchpoints with meeting planners and clients by 236% with an innovative and award-winning email and direct mail marketing campaign

TELLING THE CINCINNATI STORY IN 2015

- **Unprecedented national media coverage** 1.5 billion media impressions from nearly 2000 articles



- **Source Cincinnati** drove an additional 650 million national media impressions, furthering Cincinnati's reputation as the "place to be"

- **Social media engagement** on Cincinnati USA platforms soared to new heights:

- 270% in YouTube views
- 203% in Instagram followers
- 24% in Twitter followers



- **Record traffic:** The Cincinnati USA Visitor Center on Fountain Square welcomed visitors from 57 countries. Since opening in 2010, more than 37,000 visitors have visited the Center
- The Regional Tourism Network generated 518 million impressions in outer markets and a record 2.5 million website visits to CincinnatiUSA.com.




To capitalize on the destination's evolution, Cincinnati USA launched the Cincy USA Tourism Ambassador (CTA) Program in April 2015 as part of a nationwide, industry-recognized certification. The goal: to ensure destination representatives deliver a quality experience to every visitor. Nearly 800 people became Certified Tourism Ambassadors in 2015, and the number continues to grow as new ambassadors become certified each month.



Block Party during MLB All-Star Game