

Investments & Partnerships

The CVB, as Cincinnati's Destination Marketing Organization, is committed to increasing visitor spending through innovative strategies, including investing in partnerships to strengthen results.



The CVB and meetNky have continued our partnership to drive strategic destination marketing through our investments in the Cincinnati USA Regional Tourism Network and Cincinnati USA Sports Commission.

The CVB also continued its investment in Source Cincinnati— along with co-founders and co-founders REDI Cincinnati and the Cincinnati USA Regional Chamber. Source Cincinnati uses proactive media outreach to enhance perceptions of the Cincinnati region on a national scale.



The CVB is proud to partner with organizations across the region to promote economic vitality:



THE POWER OF WE

Strategic impact in travel, tourism, meetings and conventions, driven by the power of WE

2018 ANNUAL REPORT HIGHLIGHTS

CINCINNATIUSA
CONVENTION & VISITORS BUREAU



In 2018, the Cincinnati USA Convention & Visitors Bureau continued to unleash the power of partnership to drive economic impact through visitors. Together, we're creating a place where people want to gather and connect, where small businesses grow, and where diversity and inclusion thrive. A place where the power of WE means all voices are heard and everyone is welcome. Here's a snapshot of the CVB's 2018 programs that elevated our city's reputation, drove engagement and improved the region's economic vitality.

For the full 2018 CVB Annual Report, please visit www.cincyusa.com/2018report.

2018 ANNUAL REPORT HIGHLIGHTS

CVB Welcomes New CEO

Julie Calvert was named CVB President and CEO on June 1. She was previously Founder and Executive Director of Source Cincinnati and served as Vice President of Communications & Strategic Development for the CVB from 2001-2016.



Record-Setting Visitor Industry

The Cincinnati region set new record highs with more than 26.6 million visitors in a single year, spending \$5 billion and supporting more than 80,000 jobs (most recent study based on 2017 visits, conducted in 2018).



Sales Wins Impacting Local Economy

The CVB booked conventions and events that will provide economic impact of \$161.7 million throughout the region, an 8 percent boost over 2017. This includes several high-profile meetings and conventions that will bring tens of thousands of new visitors to the region, such as the Health Professions Network, American Choral Directors Association and the National Association of Black Journalists.



First-Ever Cincinnati Moon Festival

The CVB partnered with the Greater Cincinnati Chinese Cultural Exchange Association to host the first-ever Cincinnati Moon Festival at Fountain Square. By connecting visitors and locals with our region's dynamic cultures, the CVB, through its Vibe platform, is expanding its commitment to promoting diversity and inclusion.



Inaugural IHL Graduating Class



The Dan Lincoln Institute for Hospitality Leadership (IHL), named in honor of our retired CEO, graduated its first class in 2018. During the 10-week

program, students from Cincinnati Public Schools gained valuable training in all aspects of the hospitality and tourism industry. The IHL is designed to prepare young people for rewarding careers and to develop a highly skilled and diverse regional workforce.

Award-Winning Staycation Showcase

Together with the Cincinnati USA Regional Tourism Network and meetNKY, the CVB hosted the inaugural Cincy Staycation Showcase during National Travel & Tourism Week. The award-winning event brought together 40+ tourism businesses to connect local residents with the experiences and attractions our region offers.



High-Profile Media Exposure

With a proactive approach to building destination awareness, the CVB generated hundreds of positive travel and convention media placements in high-profile outlets such as *Lonely Planet* [#5 "Best in the U.S. 2018"], *U.S. News & World Report* ["5 Budget-Friendly Alternatives to a Big Apple Vacation"] and *Smart Meetings* ["9 Destinations on the Rise"]. These efforts were bolstered through our investment in and active partnership with Source Cincinnati for national, reputation building media outreach.



New, Collaborative, "Unmistakable" Brand

The CVB and Regional Tourism Network joined forces for the first time to bring the regional positioning to market for both visitor and meeting planner audiences. Titled "Unmistakably Cincinnati," the new campaign was featured in advertising, trade shows and digital marketing programs.



Through digital advertising, the new brand inspired more than 552,000 potential visitors to book a trip to the region. Meeting-related advertising generated more than 292 future convention leads, representing more than \$118 million in potential economic impact.

Honing Our Strategy for Success



The CVB implemented three strategic assessments to improve every aspect of our organization. We evaluated our sales and go-to-market processes, our financial and administrative functions, and completed a team development assessment to identify strengths and opportunities. All of the assessments were grounded in our well-defined strategic vision.

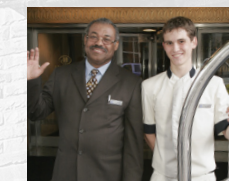
Cincinnati's Largest Tourism Driver

The CVB sponsored an economic impact study to measure the growing impact of the Cincinnati Music Festival, presented by P&G. The report revealed significant benefits for the region, including \$107 million in economic impact, making this the largest annual event driver for tourism. The CVB expanded its programming during Festival week to increase engagement and visitor spending, including Vibe events on Fountain Square, the Multicultural Travel and Tourism Forum and the Throwback Thursday concert.



Positive Visitor Experience by the Numbers

In 2018, 83 new CVB members, 78 Visitor Center volunteers and 220 new Cincy USA Tourism Ambassadors joined the mission to create positive visitor experiences in the region. And meetings were no exception. The CVB's Convention Services team



achieved a 4.77 out of 5 satisfaction rating on post-convention surveys from their work, assisting more than 140 meetings with their onsite experience.