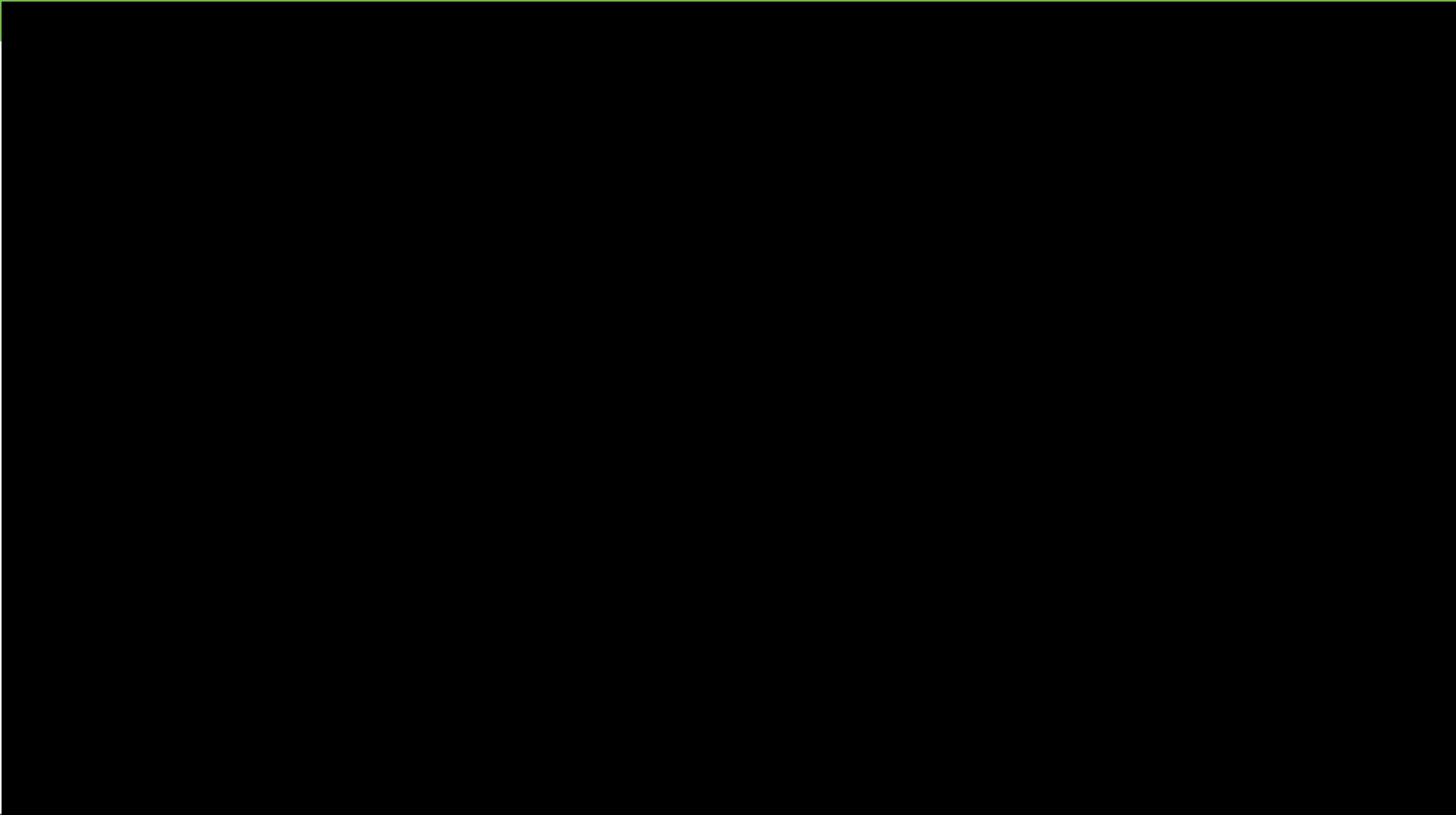




Meet...

Visit
CINCY



HOW IS VISIT CINCY FUNDED?



County bed tax (transient lodging tax); plus supplemental investment from ARPA funds via city and county



IMPORTANCE OF MEETING, CONVENTIONS & TOURISM



- Improve the image of the destination through positive regional, national and international exposure
- Increase tourism and convention-related spending in the region
- Nurture the relationships between organizations, communities and governments
- Enhance the quality of life in the region by developing community pride and programming opportunities

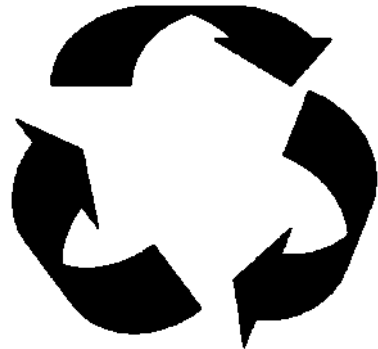


HOW DOES VISIT CINCY WORK?

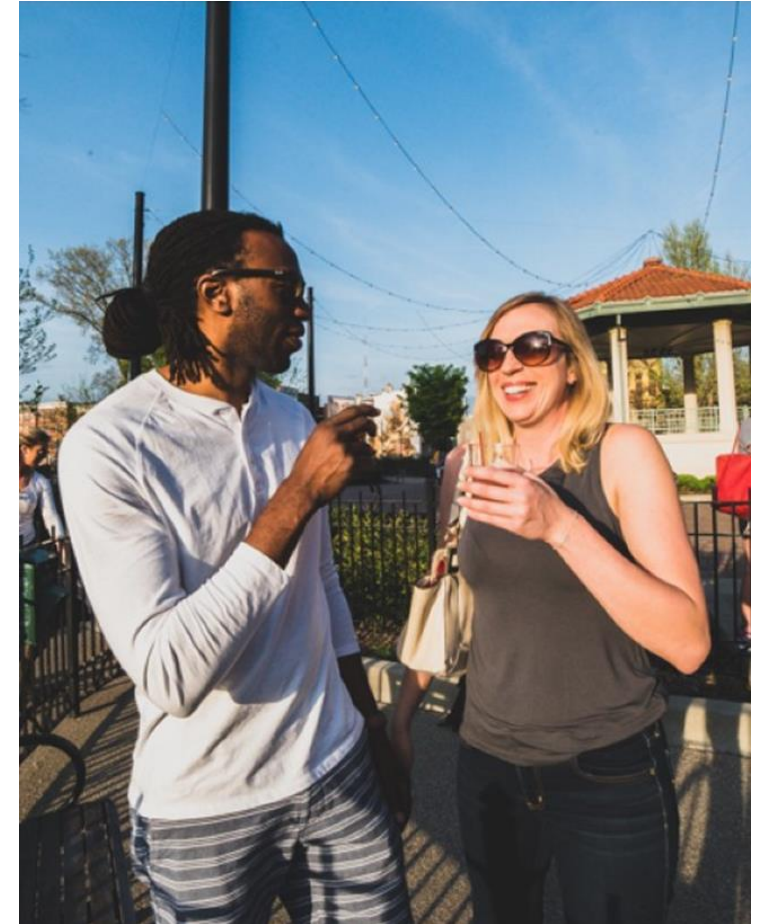


Aggressive selling and marketing of the Cincinnati region

Generates more dollars to reinvest in marketing and selling the convention centers and the Cincinnati region



Leads to increased hotel use and increased tax revenue in the City and throughout Hamilton County

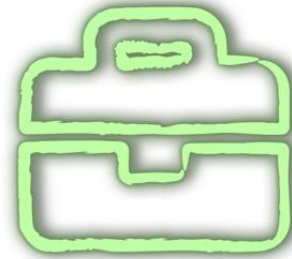


IMPACT OF TOURISM IN CINCINNATI



26 million
VISITORS

CINCINNATI HOSTS MORE THAN 26 MILLION VISITORS ANNUALLY. FRESH FACES KEEP HOTELS FILLED, NEW RESTAURANTS OPENING AND IMPACT OUR ECONOMY



80k
JOBS

VISITORS SUPPORT CINCINNATI JOBS FOR YOU AND YOUR NEIGHBORS. THE MORE DEMAND, THE MORE EMPLOYMENT OPPORTUNITY



\$5 billion
SPENT ANNUALLY BY VISITORS

VISITORS STRENGTHEN OUR TAX BASE, HELP SMALL BUSINESSES THRIVE AND CONTRIBUTE TO THE QUALITY OF LIFE WE ALL ENJOY

DIVERSITY, EQUITY & INCLUSION



- Visit Cincy embeds Diversity, Equity & Inclusion in every part of our organization
- Visit Cincy's, *Vibe Cincinnati*, amplifies our region's culture through art, entertainment and immersive multicultural experiences
- Last year, we launched nine unique events around key meetings and conventions, creating a welcoming visitor experience



DAN LINCOLN INSTITUTE OF HOSPITALITY LEADERSHIP



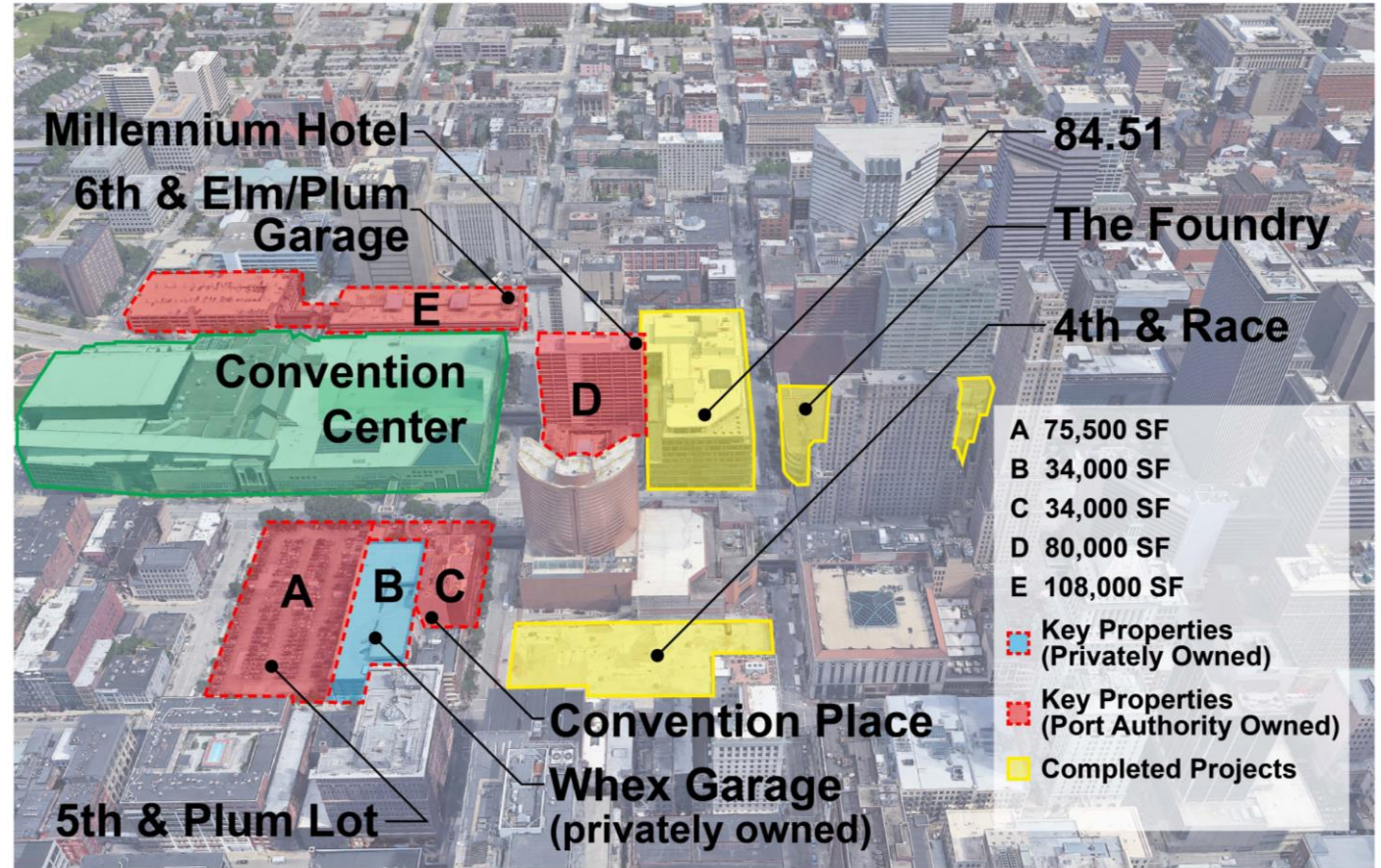
- Workforce development program designed to inspire and prepare a diverse workforce for future hospitality industry leadership positions
- Dater, Woodward and Withrow High Schools, expanding to UC and Cincinnati State
- 84 graduates of the program, 50 of them in 2022. Most receive industry accreditation: Certified Tourism Ambassadors



DOWNTOWN CONVENTION CENTER DISTRICT



- There is a joint commitment from the City of Cincinnati and Hamilton County in partnership with Cincinnati Center City Development Corporation (3CDC) to create a new Convention Center District
- A new headquarter hotel will be a key, vital centerpiece to the District
- Duke Energy Convention Center expansion is also part of the consideration
- Goal is to be completed by 2025 in time for FIFA World Cup as Cincy is a candidate city



NEW HOTEL DEVELOPMENTS



Cincy Region Tourism Campaign



Cincy Region Tourism Campaign



**SPORTS
CULTURE**

**MUSIC
CULTURE**

**CREATIVE
CULTURE**

**FOOD & DRINK
CULTURE**

**INNOVATION
CULTURE**

**OUTDOOR
CULTURE**

**HISTORY
CULTURE**

**COMMUNITY
CULTURE**

Baseball
Skate
Olympic Culture
Soccer Culture
Classical Culture
Football Culture
Running Culture

Jazz Culture
Hip Hop Culture
Venue Culture
Funk Culture
Classical Culture
R&B Culture
Indie Culture

Architecture Culture
Street Art Culture
Theater Culture
Design Culture
Museum Culture
Comedy Culture
Tattoo Culture

Spirits Culture
Party Culture
Beer Culture
Bourbon Culture
Chili Culture
Coffee Culture
Foodie Culture

Hustle Culture
Corporate Culture
Thinking Culture
Science Culture
Collegiate Culture
Inventor Culture
Industrious Culture

Climbing Culture
Zoo Culture
Hiking Culture
Paddling Culture
Parks Culture
Trail Culture
View Culture

Black Culture
LGBTQ+ Culture
Asian Culture
Hispanic Culture
Indian Culture
Neighborhood
Spiritual Culture

German Culture
Pioneer Culture
Civil Rights Culture
Education Culture
Brewing Culture
Native American
Bridge Culture

Cincy Region Leisure Campaign



Multi-Channel Digital Campaign with new Regional Tourism Brand

- Annual investment \$1.4 million
- Q2 investment \$404,000
- Q2 Goal of increasing visits late April – July
- Launch: April 4
- Campaign will go through Q4, no dark period
- Direct collaboration with meetNKY

Target Audience

Primary targeting

- 300-mile radius drive market

Top MSAs

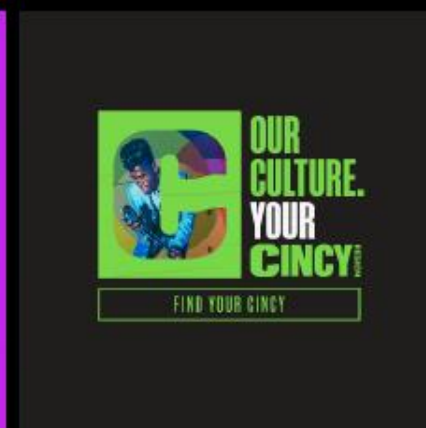
- Nashville, Chicago, Detroit, Cleveland, Indianapolis, Columbus, Louisville, Lexington

Pilot Market(s)

- Atlanta



Cincy Region Tourism Campaign





WHAT'S
OURS
IS YOURS.



OUR
CULTURE.
YOUR
CINCY

JOHN A. ROEBLING BRIDGE

**MIDWEST
MEETS
SOUTH**



OUR
CULTURE.
YOUR
CINCY

THIRD EYE BREWING

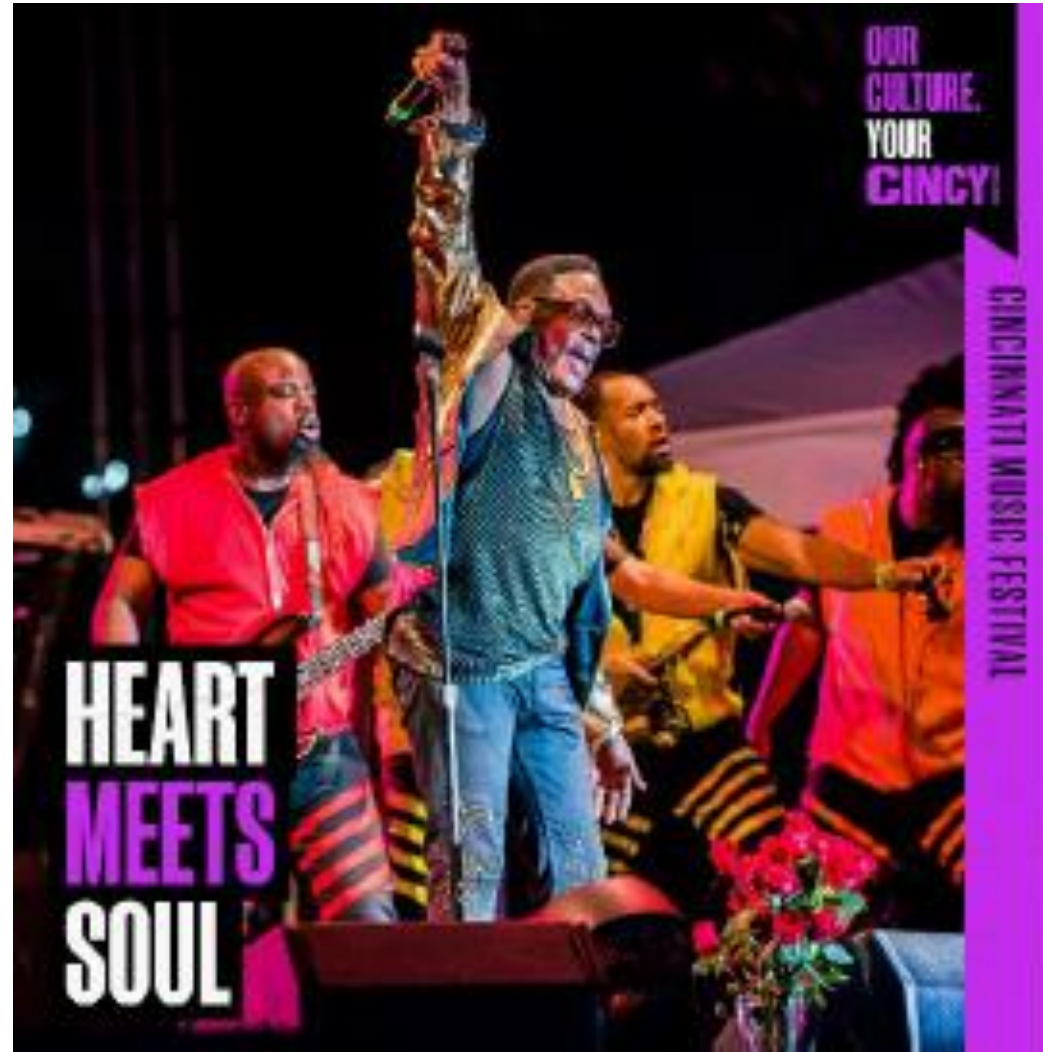
CLASSIC
MEETS
INNOVATION



OUR
CULTURE.
YOUR
CINCY!

THE GRADUATE HOTEL

TRAVEL
MEETS
STYLE



OUR
CULTURE.
YOUR
CINCY!

CINCINNATI MUSIC FESTIVAL

HEART
MEETS
SOUL



**OUR
CULTURE.
YOUR
CINCY!**

FIND YOUR CINCY

Cincy Region Tourism Campaign – April Results



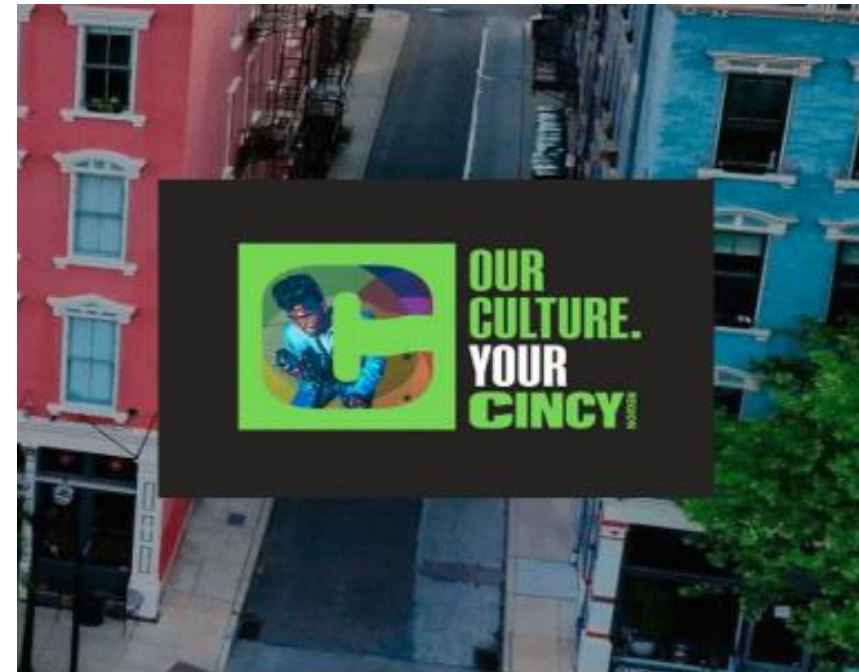
34+MM

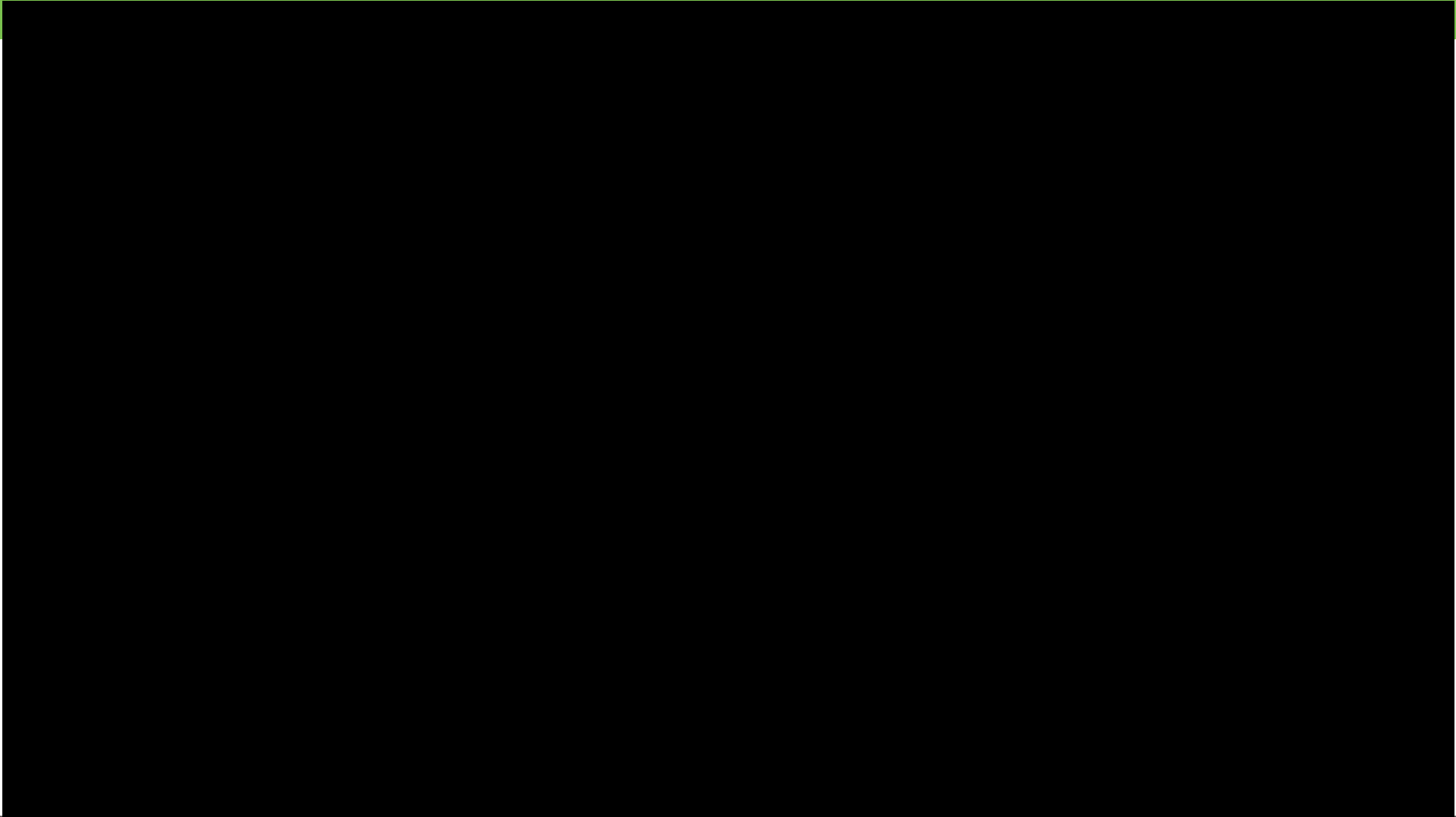
Total Impressions

96,402

Site Sessions

- High click-through rates
- High video completion rates
- Superior engagement
- Partners are performing as expected





THANK YOU
