

Visit
CINCY



WHERE
CULTURE
REIGNS

WELCOME



Visit
CINCY



Mission

We attract visitors, conventions, and events to Cincinnati to grow the economy and enhance the region's vibrancy. We champion Cincy as a destination and serve as a trusted partner to travelers, planners and our community.

Vision

To be the most vibrant and inviting destination, where visitors are inspired, locals are proud, and the world takes notice.

Values

Collaboration | Innovation | Respectful Engagement | Results-Oriented | Integrity



1: Economic Impact

Drive economic growth through convention and meeting sales

3: Community Development

Strengthening local industry community through partnerships, workforce development and engagement initiatives

2: Customer Engagement

Drive demand and visitor spending through marketing, communications, and service excellence

4: Operating Effectiveness

Optimize resources and processes to deliver measurable results and long-term benefits

ECONOMIC IMPACT



**STAY,
PLAY,
MEET**

**RIGHT HERE
IN CINCY**

**26 MILLION
VISITORS**

**\$6.5 BILLION
IN SPENDING**

**210 FUTURE
MEETINGS**



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**Marketing,
Partnership &
Visitor
Experience**

MARKETING

The **Marketing & Communications** team drives promotion, storytelling, and strategic outreach to grow meetings, conventions, and events in the Cincinnati region.

- Advertising, collateral materials, web site, digital efforts, direct and e-mail campaigns, social media, video and customer events to win convention business
- Alignment with sales team to support promotions, talking points, bid books, tradeshow efforts and more
- Lead programming and events that enhance visitor experiences, including FAM tours, client visits, and conventions.
- **Communications:** The Communications team builds and amplifies Visit Cincy's voice locally and nationally through strategic storytelling and media relations.
- **Brand Management:** Oversee all Visit Cincy brand messaging and identity across leisure, meeting, and sales initiatives.

PARTNERSHIP & VISITOR EXPERIENCE

The **Partnership & Visitor Experience** team works with community and hospitality partners to elevate local businesses, deliver excellent visitor experiences, and strengthen the tourism industry's local impact.

This team also connects visitors, partners, and frontline staff to ensure an exceptional Cincinnati experience and a thriving hospitality network.

Key Responsibilities:

- Foster strong community partnerships that elevate the region's hospitality and tourism ecosystem.
- Support members and partners through marketing programs to help build business (i.e. website promotion, advertising opportunities, newsletters and inclusion in collateral/guides)
- Oversee membership initiatives and engagement opportunities such as orientations and networking events.
- Manage the **Cincy USA Tourism Ambassador (CTA)** program to certify and engage frontline hospitality professionals

REGIONAL TOURISM ALLIANCE (RTA)

The **Regional Tourism Alliance (RTA)** drives regional storytelling, leisure travel, group tours, and international outreach.

- Funds collaborative convention sales activities including trade show footprint, joint customer activations, shared customer relationship software but each organization retains a separate convention marketing identity.
- Funds the unified travel journalist and lifestyle storytelling efforts with a national PR agency, taking this work over from Cincinnati Experience.
- Funds strategic sponsorship investment in regional impact events like Cincinnati Music Festival, BLINK as well as partner organizations like Film Cincinnati.
- Funds a regional leisure marketing plan towards a larger national audience as well as a full international sales and marketing effort in support of flight development.
- Creates a unified visitor activation





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Sales & Services

BRINGING FUTURE BUSINESS TO CINCINNATI



- National sales team promoting Cincinnati at industry trade shows and events
- Regional sales managers building relationships with meeting planners across the country
- Focused on driving future convention, meeting, sporting event, and group tour business
- Supporting the continued momentum of the First Financial Center and Convention District
- Expanding international and group tour opportunities for the destination



first financial center

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Upcoming Conventions

INTERNATIONAL GRAND CONCLAVE 2026



Largest convention event Cincy has hosted since the World Choir Games in 2012.

- **2,350** Contracted Peak Room Nights
- **10,841** Contracted Room Nights Total
- **23** Contracted Hotels
- **10,000** Registered attendees
- **20,000+** Additional visitors expected

- **Direct Economic Impact:**
 - 1,793 Jobs Supported
 - \$6.3M Business Sales

INTERNATIONAL GRAND CONCLAVE 2026



- **Regionwide Welcome Program** activated from CVG Airport through hotel lobbies and key citywide locations
- **Hospitality Readiness Training Sessions** to ensure a seamless guest experience
- **Comprehensive Final Planning Visit** May 18-21
- **Citywide Coordination** with various departments and partners, especially around July 31 – August 2 weekend

OTHER MAJOR 2026 CONVENTIONS



- College Board AP Reading
 - May 27-June 19
 - 2,000 attendees



- Snow and Ice Management Association
 - June 23-26
 - 1,500 attendees



- Church of God Ministries International Youth Conference
 - June 29-July 2
 - 3,000 attendees



- Wesleyan Church FOLLOW Youth Conference
 - December 28-30
 - 6,000 attendees



Inclusive Hospitality

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INCLUSIVE HOSPITALITY



The **Social Inclusion** department leads strategies that position Cincinnati as a **welcoming and inclusive destination** for all travelers while creating economic opportunities for local communities and stakeholders. The team works to attract and retain diverse meetings, conventions, and multicultural tourism that reflect the region's inclusive spirit. Visit Cincy Inclusive Hospitality celebrates and amplifies Cincinnati's vibrant culture through **art, entertainment, and multicultural experiences**.



Key Responsibilities:

- **Inclusive Strategy:** Implement plans to expand Visit Cincy's inclusive offerings and strengthen Cincinnati's reputation as a multicultural destination.
- **Representation:** Promote the region nationally within multicultural and diverse industry networks.
- **Education & Training:** Lead workshops for staff, board members, and partners.
- **Advisory Support:** Provide guidance to ensure inclusive practices across all organizational projects, communications, and events.
- Build and sustain partnerships with **diverse meeting planners, suppliers, and industry leaders**.
- Develop experiences that highlight the region's cultural richness and ensure all visitors feel welcomed and represented.
- Strengthen Cincinnati's reputation as an **inclusive destination** where diversity is embraced and celebrated.

VISIT CINCY FOUNDATION FOR HOSPITALITY EXCELLENCE



Mission - To expand access, equity, and leadership opportunities within the hospitality industry.

Vision - To cultivate a thriving hospitality industry rooted in the Cincy Region where emerging talent leads, communities prosper, and inclusive excellence sets the standard.

PILLARS:

Educational Impact

Dan Lincoln Institute
for Hospitality
Excellence (IHL)

Social-Economic Impact

Inclusive Supplier Program

Cultural Impact

Community Advocacy
and Partnerships

QUESTIONS?



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