Global Spotlight

Leveraging the 2012 World Choir Games to the tune of 1 billion global media impressions

Cincinnati USA Convention & Visitors Bureau
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– Ginger Zee, Good Morning America

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The powerful media results generated from the 2012 World Choir Games demonstrate that the “Cincinnati USA story” has resonance; leveraging and merchandising those results has and will continue to foster positive impressions of the region, drive new business opportunities and spur increased awareness of Cincinnati USA globally. This is a snapshot of the unprecedented and extraordinary results from the media outreach efforts around the Games, which delivered more than one billion media impressions, publicity value exceeding $32 million, and 4,510 print, broadcast and online articles since the beginning of 2011.

Digital/Social Media Reach

- 28,000+ Facebook page likes – up from 5,000 in April 2012 – with total Facebook reach of 5,845,984
- Facebook audience grew by more than 1,000 likes per day during the Games, with more than 60% engaging in online dialogue
- 13,000+ Tweets from 52 different countries originating from the Games
- 62% of Tweets used hashtag #2012wcg
- 413,362 page views to 2012worldchoirgames.com during the Games, including 42,339 visits via mobile devices during July 2012

"Cincinnati is an ever-changing, evolving city, and Over-the-Rhine is now a model for urban gentrification, just one example of the city’s innovative, forward-thinking nature."

– The Tennessean

"Cincinnati won (the World Choir Games) because of its music venues, cultural history and workability."

– Washington Post
Since Cincinnati USA was announced as the first-ever U.S. host city of the World Choir games in 2009, the event has served as a catalyst for telling our unique story to audiences around the world. The 2012 World Choir Games captured the spirit of our people, and spotlighted Cincinnati USA as a vibrant world-class city, with a powerful story of urban renewal and community pride that resonated around the globe. Cincinnati USA will continue to leverage media relationships and successes from the Games and overall efforts to raise awareness as a dynamic region with new development and an “artsy swagger” beautifully combined with a rich heritage, history and architecture. Positive placements will continue to drive increased business, promote leisure travel, grow our tax base, and enhance our community spirit of collaboration.

“Cincinnati’s business core is thriving … Cincinnati is experiencing a strong revival in urban core business and residential growth, much of it prompted by development along a scenic river …”

– New York Times

CINCINNATI USA: BUILDING & SUSTAINING MOMENTUM

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“Cincinnati is a city of neighborhoods, and … the must-see list includes Over-the-Rhine, an uber-chic area near downtown with a distinct Old World vibe.”

– The Chicago Tribune

Cincinnati USA
Convention & Visitors Bureau