Cincinnati USA’s GRAND SLAM

A report on the positive media coverage and impact of Major League Baseball’s 86th All-Star Game in Cincinnati
Cincinnati USA embraced its fifth All-Star Game with its signature hospitality, rolling out the red carpet for 200,000 visitors during All-Star Week from July 8-14, 2015. First-time visitors and long-time residents were delighted by the city’s warmth, downtown revitalization, stunning parks, and the entire region’s passion for baseball.

Long before the All-Star Game’s most memorable moments – from Todd Frazier’s Home Run Derby win to Pete Rose’s triumphant return to the field – Cincinnati USA’s goal was to tell the full story of the region’s revitalization and emergence as a world-class destination – not just as a capable host of the All-Star Game, but as an innovative, culturally rich community for visitors, residents, and businesses alike.

As thousands descend on Cincy, they will be watching a lot of baseball, and some will even try the chili. But they will also find an urban core with a re-energized Millennial vibe, full of trendy restaurants and nightlife, that mixes seamlessly with the city’s great scenery and history. – MLB.com, Cincinnati boasts plenty of attractions

This report demonstrates that the goal was more than met – publications from The Plain Dealer to Yahoo! Travel and The New York Times published stories detailing Cincinnati’s award-winning culinary scene and multi-neighborhood renaissance. The Cincinnati USA Convention & Visitors Bureau (CVB), along with partners at Source Cincinnati, the Cincinnati USA Regional Tourism Network (RTN) and the Community Organizing Committee (COC), placed or directly influenced the content of 547 print, broadcast and online stories published in numerous local, regional, national and international outlets. These strategic and high-profile placements resulted in more than 757 million impressions and publicity value exceeding $1.1 million.

547 STORIES
757 MILLION IMPRESSIONS
1.1 MILLION DOLLARS


Cincinnati's great traditions of beer and baseball make it a fun Midwest destination

Reds mascots deliver MLB All-Star Game ball to Great American

Cincinnati Primed to Bask in All-Star Spotlight

In April 2015, the CVB launched the Cincinnati USA Certified Tourism Ambassador (CTA) program with support from meetNKY and the Regional Tourism Network. This important training increased the number of employees and residents equipped to tell Cincinnati’s story in advance of the All-Star Game, and is a long-term travel and tourism legacy program that will serve visitors for years to come.

The CVB drew from the experience and success of the 2012 World Choir Games to form and support a new community engagement model – the Community Organizing Committee (COC). Together, with the leadership of the Cincinnati Reds, the organizations were responsible for creating unique, exciting and memorable experiences for visitors and residents and leveraging the global appeal of the event in the media.

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Throughout the two years prior to the All-Star Game, the CVB, Source Cincinnati and the RTN leveraged the ongoing buzz to tell Cincinnati’s story of economic growth, development, and cultural renaissance to the media and generate positive, strategic coverage of the region in the months leading up to the game. The organizations made multiple trips to New York City to meet with high-profile media outlets like Travel + Leisure and Fast Company, and coordinated dozens of custom press trips to Cincinnati for influential entities like the New York Daily News, Paste Travel, The Village Voice, USA Today, and top meetings & conventions trade publications.

In all, media placements resulted in more than 50 million impressions in print, broadcast and online.

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When it comes to the great game of baseball, there aren’t a whole lot of places more passionate than Cincinnati, Ohio . . . You want to throw a baseball party, you have come to the right town.
– Mike Greenburg, ESPN
Over-The-Rhine, a historic part of Cincinnati . . . is now undergoing a renaissance with an influx of young residents bringing with them new chefs, brewers, and makers.

– Yahoo! Travel, All-Star Week in Cincinnati: Everything You Need to Know

A future focus for Cincinnati USA

With the successful 2012 World Choir Games as a foundation, the region again prepared for the global spotlight in 2013, when Cincinnati and the Reds were announced as the host of the 2015 MLB All-Star Game – its fifth Midsummer Classic and first since 1988. The game shared Cincinnati’s story of rebirth and development to the world, showcasing the rapid growth, innovation, and vibrant culture that attract millions of leisure and business travelers, businesses, and events to Cincinnati USA each year. The story of Cincinnati USA reached billions of viewers through All-Star-related media placements, driving positive awareness that will continue to benefit the region for years to come.

“Cincinnati’s done the best job that we’ve seen so far.”

– Rob Manfred, MLB Commissioner

More than 26,000 mentions of ‘Cincinnati’ made in All-Star related articles in the seven months before the game.