



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



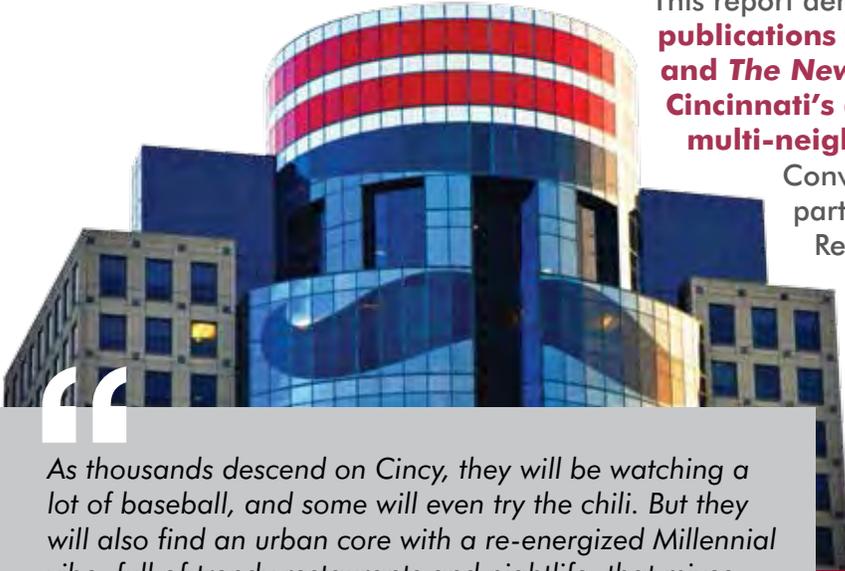
CINCINNATIUSA
CONVENTION & VISITORS BUREAU

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.

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.**



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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

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547



STORIES

757



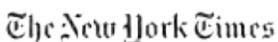
MILLION IMPRESSIONS

1.1



MILLION DOLLARS

January 2014 – July 2015





More than **600 people** earned their CTA credentials in advance of the All-Star Game, nearly doubling the program goal

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.

Source Cincinnati, a new national and social media initiative dedicated to amplifying stories about Cincinnati and Northern Kentucky, was integral in securing high-profile All-Star coverage for the Cincinnati story.

Source Cincinnati provided support to both the CVB and the COC in their efforts to connect with national media,



including leveraging the All-Star Game to tell a broader story of the Cincinnati USA region's renaissance with media like *Forbes*, *Fortune*, *The Wall Street Journal*, and the *Associated Press*.



Source Cincinnati team near the All-Star Game zip line with writers from MTV and Fast Company.

National media get excited for the All-Star Game on a CVB group press trip in 2014.



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.

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.



Multiple stories in local, regional and national outlets highlighted the cultural experiences and community events the COC organized around the game. *The Washington Times* covered Sunday Morning Sing, while 12 local and regional news organizations shared the final Baseball Across the Region journey.



Baseball Across the Region makes its final journey across the Roebling Bridge.

“

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

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

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

— Rob Manfred, MLB Commissioner

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.



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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

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