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Cultural Tourism Collaboration Achieves \$116 Million in New Revenues for the Region

For the last two years, ArtsWave, the planner, promoter and fundraiser for the arts throughout Greater Cincinnati, and the Cincinnati USA Regional Tourism Network (RTN) have partnered to create a Cultural Tourism Marketing Campaign during the shoulder travel season of September through December. The campaign targets travelers within 500 miles of Cincinnati to visit and enjoy the region's broad array of cultural arts experiences. This partnership is a part of a larger three-year agreement, spanning 2016 through 2018.

Since 2016, the \$1.2 million campaign has created an incremental \$116 million in cultural tourism revenues during the September through December travel season according to Smith Travel Research and Tourism Economics, a Division of Oxford Economics.

Success highlights for 2017 include \$14 million in total hotel revenue, with a total tourism impact of \$64 million, a \$12 million increase over 2016. Top performing markets included: Dayton, Chicago, Washington D.C. and Atlanta. The 2017 marketing strategy focused on more than a dozen arts organizations' fall season line-ups, plus two key events, BLINK and the RE(NEW)ED Celebration for newly opened Music Hall + More. A total of 80.7 million media impressions were delivered through the 2017 campaign.

Call to action for the 2017 campaign was tied to ArtsWave's calendar, ArtsWave Guide (ArtsWave.org/Guide), the region's most comprehensive arts and culture calendar, and the RTN's website, CincinnatiUSA.com. Both ArtsWave Guide and CincinnatiUSA.com saw increased site traffic during the campaign. A new strategy included a database of arts and cultural tourism visitors built by the RTN through a newly designed newsletter that promotes cultural entertainment throughout the fall travel season.

The effort to drive fall tourism to the region by promoting arts and cultural entertainment is a first for the RTN, which continues to successfully market the region as a leisure tourism destination during the

peak travel season of May through August. Linda Antus, President & CEO of the RTN, notes, “This partnership has allowed us to build upon the momentum of the region’s economic growth and cultural vitality and expand our season, message and audience to build the awareness, engagement, visitation and reputation of our region’s vibrant arts and cultural entertainment experiences.” Alecia Kintner, President & CEO of ArtsWave, adds, “The results of this campaign are a testament to both the economic engine and differentiator the arts have become for our region. This is important to employers as they attract and keep talent, and to us as residents who care about the long-term vibrancy and growth of our region.”

Funders of year two of three-year effort include the PNC Charitable Trusts, Western & Southern Financial Group, the Louise Taft Semple Foundation, the Thomas J. Emery Memorial, Ohio Valley Foundation, Greater Cincinnati Foundation, Haile Foundation, Landen Family Foundation, an anonymous foundation, ArtsWave, the Cincinnati USA Regional Tourism Network, thirteen local arts organizations including the Cincinnati Symphony Orchestra, Cincinnati Art Museum, Cincinnati Arts Association, and more than a dozen individuals.

Fundraising continues for the third year of the multi-year collaboration, along with discussions about mechanisms for year-round funding in arts marketing, given the strong return on investment from this partnership. For more information, please contact Alecia Kintner at alecia.kintner@artswave.org.

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About ArtsWave:

ArtsWave, a nonprofit serving the Greater Cincinnati and Northern Kentucky Region, is the lead planner, promoter and fundraiser of the arts. Its roots stem back to the late 1920s when the Cincinnati Taft family provided initial investment matched by community support. In the late 1940s, it evolved to become the first united arts fund in the nation and in the mid-1970s, the first organization to initiate workplace giving for the arts. ArtsWave continues to innovate while leading, as illustrated by its No. 1 rank nationally in community arts fundraising; coordination of a sector-wide Blueprint for Collective Action; piloting of new technologies to maximize arts engagement; and development of resources for the arts.

Strong funding for the arts has allowed Cincinnati’s arts and culture scene to become a national draw and regional asset, creating a ripple effect of economic and community benefits. Each year, ArtsWave supports the work of over 100 arts organizations, school outreach programs, festivals, community centers, neighborhoods and various collaborations through impact-based grants. In 2018, ArtsWave raised more than \$12 million for the region’s arts, marking its fifth year in a row of this funding magnitude. ArtsWave remains the largest community campaign for the arts throughout the country, both in total contributions and number of donors. In addition, the organization partners with the Cincinnati USA Regional Tourism Network to fund an additional \$1 million for arts marketing, grants and services.

About the Cincinnati USA Regional Tourism Network:

In partnership with the Cincinnati and Northern Kentucky Convention and Visitors Bureaus and other affiliated organizations, and in support of a strong regional visitor economy, the Cincinnati USA Regional Tourism Network is a destination marketing company that drives leisure travel to create ongoing economic impact and vitality for the region's businesses and communities in which we serve. Through

consumer insight and understanding we promote distinctively memorable experiences that attract, delight and connect active explorers and experience and knowledge seekers to the diversity of leisure getaways of unique quality, variety and value throughout the year. Travel and tourism is a \$5 billion industry in the Cincinnati region, employing 77,000 and bringing 26.1 million visitors to the region annually.