



2017
2018
Best
Hometown
Ohio
Magazine's
BOWLING GREEN

Annual Report

2017 Year



BG Convention & Visitors Bureau

VisitBGOhio.com GoBGOhio.com 1(800)866-0046



find it here:
ohio.org

ANNUAL REPORT OF THE BOWLING GREEN CONVENTION & VISITORS BUREAU JANUARY 1, 2017 - DECEMBER 31, 2017

Mission Statement established in 2004: To attract visiting patrons generating economic benefits for the community.



Staff:

Wendy Chambers,
Executive Director

Jodi Rashley,
Administrative Assistant

Meagan Grine,
Visitor Center Supervisor & Technology Coordinator



Board of Directors:

Kristin Otley (left to right), Mary Hinkelman, Tom Baer, Shaun Crusa, Sandy Rowland, Patrick Nelson, Wendy Chambers, Banks Dishmon, Susan Hojnacki, Steven Kampf, Todd McGee, and Earlene Kilpatrick

Not Pictured: Kelli Kling, Ainsley Rutkowski, Ammar Mufleh

The Bowling Green Convention & Visitors Bureau (CVB) successfully operated within the established budget and completed a one year contract with the city of Bowling Green.

We are in the fifth year of our partnership with the Bowling Green State University to run the Campus Visitor Center. Monetary support is given and a supervisor oversees the VC under bureau supervision. BGSU students are utilized to help maintain hours of operation at both locations.

Our Locations

Bureau Office


Four Corners Center
130 S. Main St.
419-353-9445
1-800-866-0046
info@visitbgo.org

Visitor Center

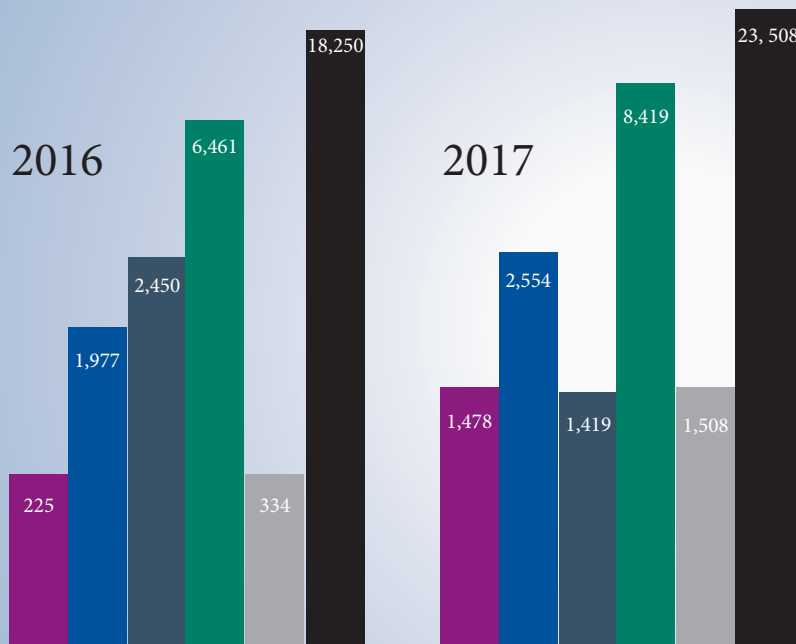
BGSU Campus
2151 Alumni Dr.
419-372-2336
visitorcenter@visitbgo.org

VisitBGO.org | GoBGO.com

BG Lodging Stat	2016	2017
Based on occupancy percentages obtained from the STAR Report with 5 properties reporting	86,726 rooms	92,469 rooms

Website Stats for 2017	GoBGO.com	VisitBGO.org or com
	Sessions – 13,806 New Users – 9,517	Visits – 8,957 Visitors – 7,382

CVB STATS



Distribution of Visitor Guides	2017
Bulk Mailing:	1,309
Rack System (BG, Toledo, Turnpike, I-75)	9,300
Events (Soccer Challenge, NTPA, BSAF, Sigma Chi, Car Show)	7,940
BGSU Preview Day/SOAR	1,123
Visitor Bags with Guides	543
General Use	9,785

-  New Followers on Twitter
-  Facebook Total Likes
-  Newsletter Opens (Mailchimp)
-  Blogger Views
-  Instagram Views
-  Pinterest Views

CVB Grants and Sponsorships:

- Classics on Main Car Show
- BG Chamber Holiday Parade
- BG Fireworks
- BG Baseball Tournaments
- Black Swamp Arts Festival
- BG Winterfest Chillabration
- Wood County Historical Museum: Furlough Fridays

Tourism Memberships & Networking:

- Ohio Travel Association
- Ohio Convention & Visitors Bureau
- State of Ohio Tourism Division
- Destination Toledo

BGSU Partnerships & Event Support:

- Campus Visitors Center
- Conference & Event Services
- Homecoming & Falcon Family Weekend
- SOAR (Freshman Orientation)
- President's Day Open House & Preview Days
- BG Soccer Challenge

Group Travel, Meeting

Shows & Coops:

- Member of: 
- Attended Heartland Travel Showcase – Pigeon Forge, TN. March 2017
- Attended United Brethern Conference (pre-publicity) – Lancaster, PA. July 2017
- Attended Ohio Town & Gown Summit – Oxford, OH. July 2017
- Small Marketing Meeting Show, South Bend, IN. September 2017
- State of Ohio Coop

Guided and Self –

Guided Tours:

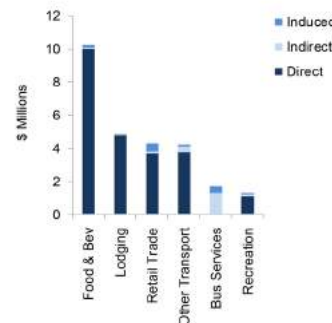


Bowling Green Economic Stats:

Total Tourism Impact	
City of Bowling Green	
Total Sales	\$110.9 million
Wages	\$30.2 million
Taxes	\$12.6 million
Employment	1,527

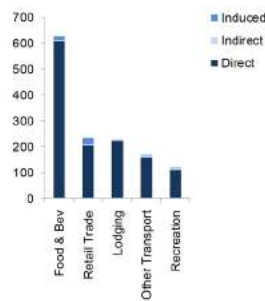
Tourism generated \$12.6 million in taxes in 2017, including \$6.3 million in state and local taxes.

Tourism Earnings By Industry



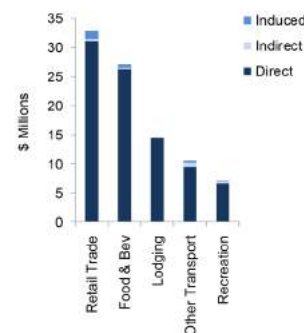
Tourism generated income of \$30.2 million in 2017.

Tourism Employment By Industry



Tourism supports 1 in every 13 jobs in Bowling Green.

Tourism Sales By Industry



Visitors generated \$110.9 million in business activity in Bowling Green in 2017.

2017 Summary:

The **Convention & Visitors Bureau** reports that the BG Lodging properties increased in room nights by 6.62% and the revenue was up by 8% from the previous year. The overall travel trend in the state of Ohio was also up in 2017 following along with the trend in BG. The lodging properties to the north continue to affect our properties overall business, but continue to support BG's larger events. A new property opened its doors, the Fairfield Inn, which brings us back to 500 rooms available for our visitors, still shy of the original 600

rooms. This aids us in bidding on conferences and events of size with the new rooms and the promise of one more new lodging property to open in 2019. BGSU continues to offer their residence halls for hotel type stays over the summer for some of our larger events to help fill the present needs. The bureau ended the year in the black for 2017 and stayed within their budget funded by the hotel/motel tax and from monetary support from BGSU to continue to run the Visitor Center on campus.



Bowling Green Best Hometown:

It's been ten years since Ohio Magazine bestowed the Best Hometown Honor on Bowling Green back in 2007-2008. Bowling Green has been awarded the honor once again for 2017-2018. Even though the Best Hometown Holiday Parade was cancelled the presentation celebration was held at the Four Corners Center, complete with cake! More celebrations will happen throughout the year including the holiday parade in November 2018.



Deck the Four Corners:

Stuffed stockings on the Four Corners Gallery wall were raffled off in December at an event raising over \$900 for the 2018 Winterfest BG Chillabration. Almost 30 stockings were donated from area businesses to help support Winterfest, an event that has continued to grow each year. Holiday trees were donated and raffled as well donating the proceeds to worthy charities of each of the four orgs choice.



Tacos for Tourism:

National Tourism Week is the 2nd week in May. Each year, it brings out many celebrations throughout the state. An intern came up with a celebration called Tacos for Tourism and an event complete with sangria was born! Thank you to Alehouse Grill, El Zarape, Guajillos, Qdoba, Queta's Kitchen and Sundae Station for all of the Mexican fare!



Winterfest BG Chillabration:

The Winterfest got a new name in 2017 and is now called the Winterfest BG Chillabration thanks to Dale Smith winner of our new logo contest! New this year was the very first Chillabration Tent complete with music, snacks and spirits surrounded by an ice garden. The BGSU Ice Arena celebrated its 50th Anniversary with lots of events at the newly named Slater Family Ice Arena.

