



Our Mission

The Warren County Convention & Visitors Bureau is a professional destination marketing and management organization whose mission is to strengthen the community by advancing economic growth and vitality through tourism and overnight stays, and by encouraging significant participation by visitors in the local tourism economy.



Introduction



To Our Friends & Colleagues,

Greetings from Ohio's Largest Playground®, Warren County!

When our county was founded in 1803, surely no one thought it would one day be known for its Beast and its Banshee, its dual wild waterparks, its World Heritage site, its world-class sporting events, its knights on horseback or its devotion to the celebration of sauerkraut.

Warren County is all of those things, though. It's all of those tourism-related things – and so much more. Each year, millions of visitors spend millions of dollars here, creating jobs and generating federal, state and local taxes. Best of all, those are taxes residents of our amazing county needn't pay.

On numerous occasions, I've compared the function of a Convention & Visitors Bureau to that of a marketing firm or advertising agency. Both use similar tools such as web sites, display ads, social media pages and more. Unlike a marketing firm that helps Procter & Gamble sell soap, however, our CVB team "sells" our county to visitors from all across the country and world.

On the following pages we take an in-depth look at 2025 and at what is to come in 2026. The WCCVB enjoyed another successful year in 2025, made possible by the wonderful, dedicated people on our staff, the members of our board and our entire community.

There are numerous reasons for our county's appeal as a tourism destination, chief among them our convenient location, easy accessibility, outstanding affordability and wealth of top-tier entertainment and lodging offerings.

All those aspects combined, it's no wonder we've long been known as Ohio's Largest Playground. Thank you all for your help in making 2025 another wonderful year. Here's to even bigger and better things in 2026.

Sincerely,

Phillip S. Smith
President & Chief Executive Officer





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2026 WCCVB Board

2026 Officers

Board Chairman

Jonathan D. Sams

Trustee, Turtlecreek Township

Vice Chairman

Richard Jones

Retired Executive

Treasurer

Robyn Lane

Former Owner, Hidden Valley Orchards

Secretary

Karolyn Ellingson

Head of Industrial Workforce Development, FESTO

2026 Directors

Tony Carovillano

Vice President of Operations, Kings Island

Elizabeth Desrosiers

*Director of Marketing and Communications,
The Cincinnati Open*

Kevin Eldridge

General Manager, Great Wolf Lodge

Russell Jones

Legal Counsel & Officer, Gem City Tire

Christye Leasure

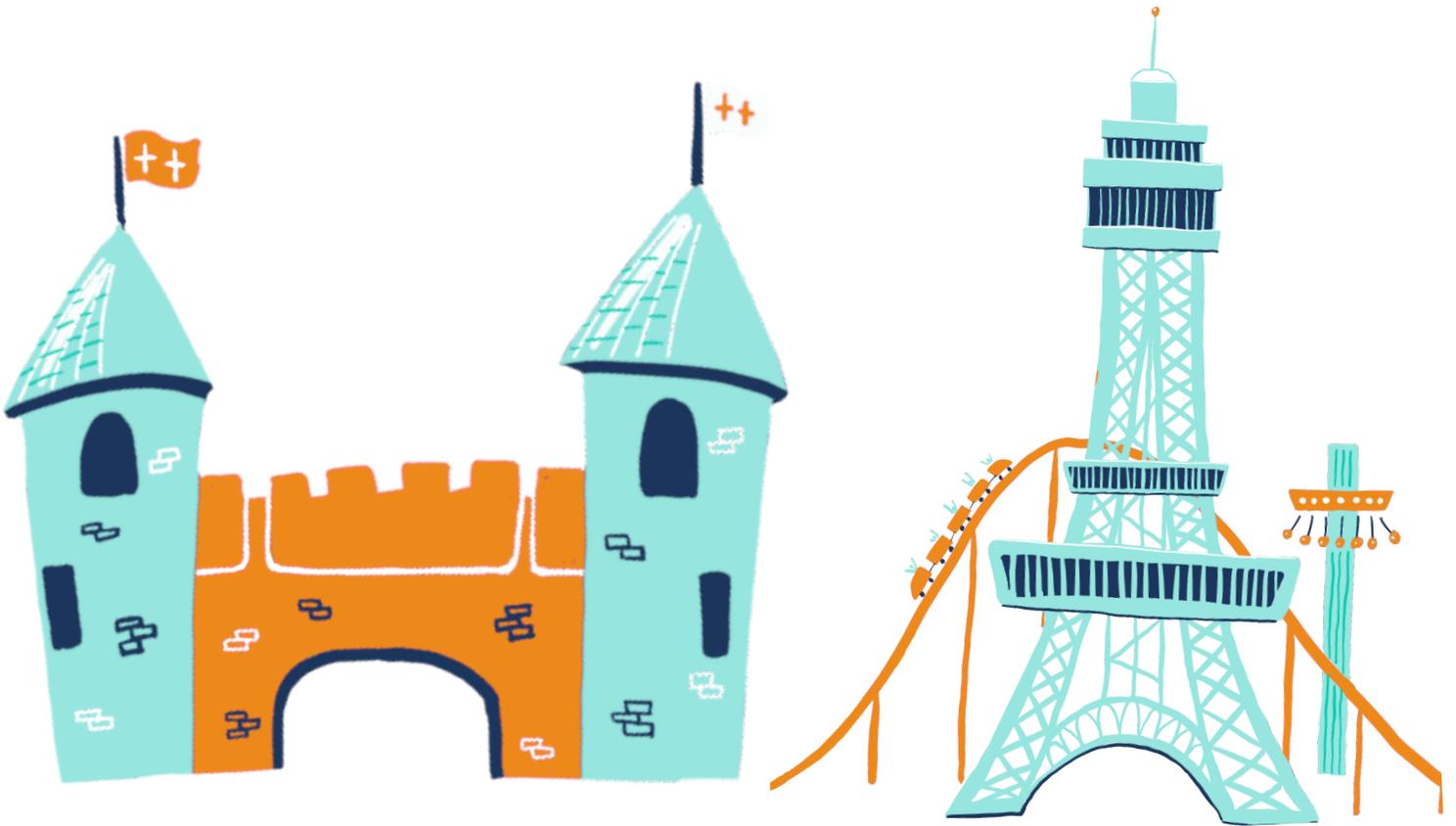
Vice President of Strategic Initiatives, GMi Companies

Joel Loots

Sr. Director of Marketing, Miami Valley Gaming

Martin Russell

Warren County Administrator



2026 WCCVB Staff

Administration

Phillip S. Smith
President & CEO

Nichole Detamore
Director of Administration

Leisure Marketing

Scott Hutchinson
*Director of Marketing
& Communications*

Stacha Yundt
*Manager of Marketing
& Communications*

Sports Marketing

Scott Hofmann
Director of Sports Tourism

Britt Barry
*Assistant Director of Sports
Tourism, Facilities*

Shane Hale
Manager of Sports Tourism

Braeden Coward
Operations Coordinator

Matt Johnson
Assistant Facilities Manager

Kirk Mellendorf
Park Groundskeeper

Jack Welch
Operations Coordinator



Economic Impact



An estimated 14.19 million visitors made their way to Warren County’s various events and attractions in 2025, fueling the incredibly powerful engine that is Warren County’s No. 1 industry: tourism.

While measuring the true impact of tourism is often difficult because it can be felt across so many different sectors, a 2024 study by the State of Ohio, Longwoods International and Tourism Economics offered some impressive insight.

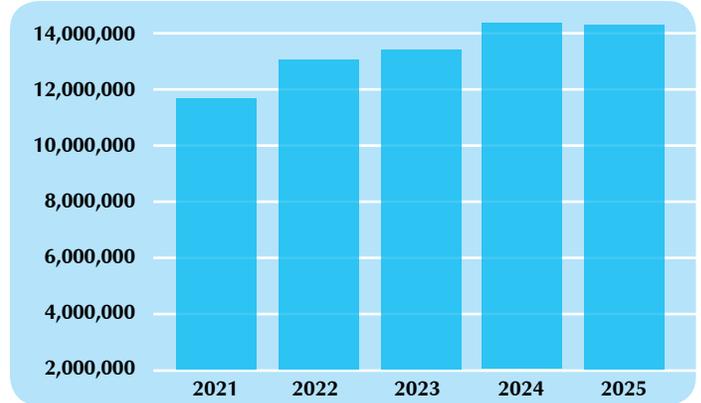
That study found Warren County tourism accounts for more than \$1.7 billion in economic impact each year, while generating approximately \$403 million in wages, as well as \$217 million in federal, state and local taxes. The industry also supports more than 13,500 jobs – or approximately 9.2% of the county’s private workforce.

The WCCVB will work with the State to conduct a similar study in 2026 to measure tourism’s economic impact in the 2025 calendar year.

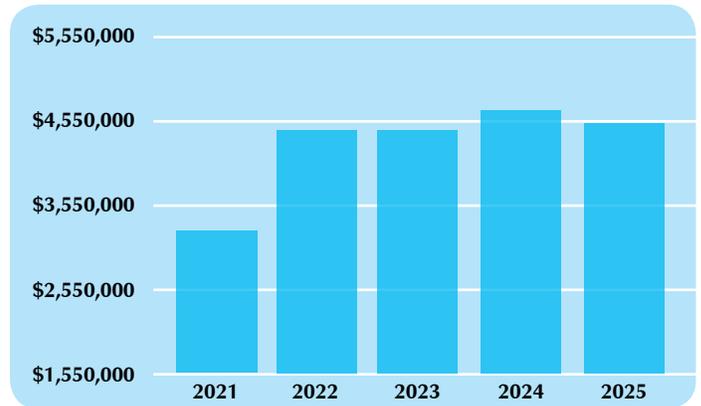


Lodging and Attendance

Attendance History

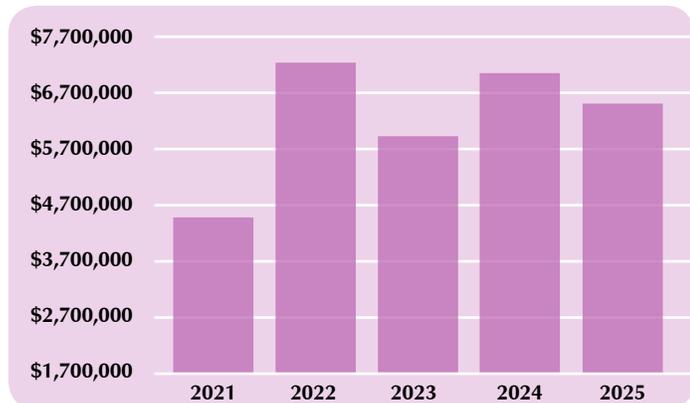


Lodging Tax Revenue

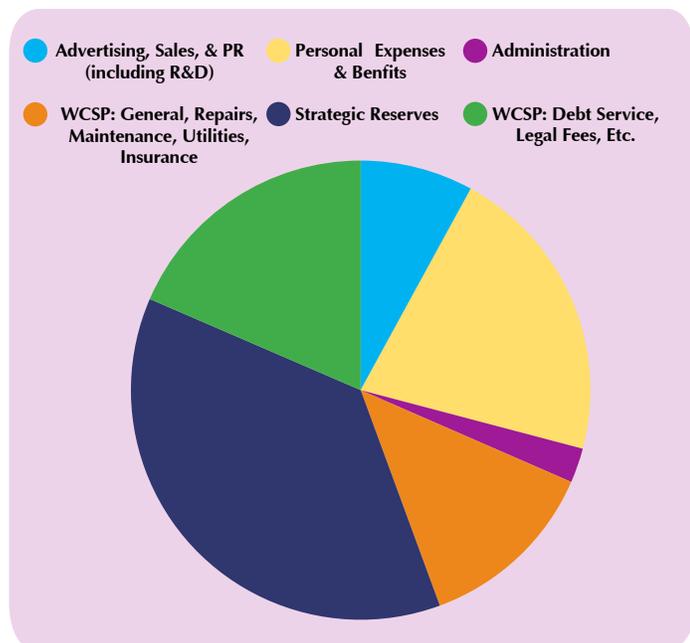


Operating Revenue and Expenses

Operating Revenue



2025 Operating Expenses



2025 Leisure Marketing Review



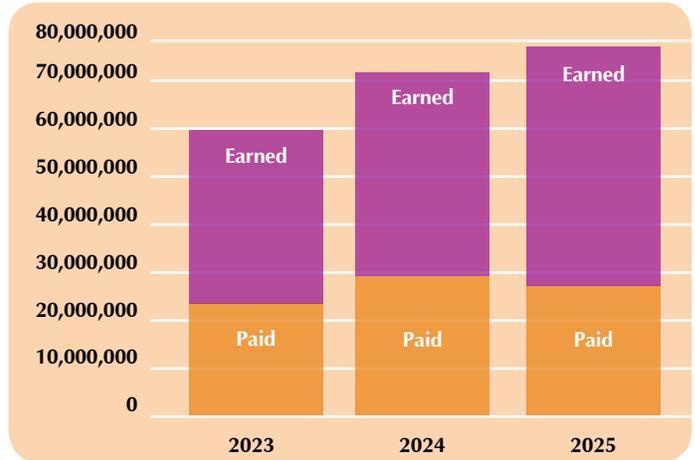
**2025
Visitors Guide**

Riding the momentum of what was a record-setting year for Warren County tourism in 2024, the WCCVB’s Leisure Marketing Team continued to build the county’s reputation as an affordable, drivable and action-packed destination by launching a carefully planned, multi-faceted and cost-conscious 2025 marketing campaign.

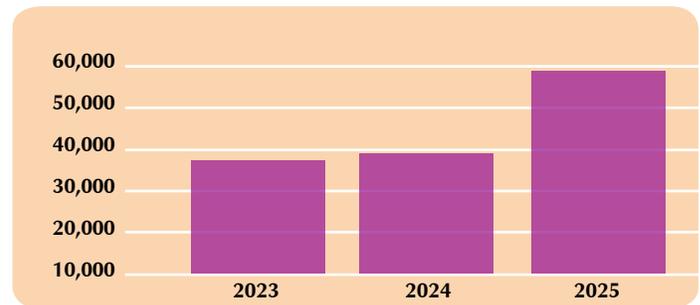
That campaign, which included digital, social, broadcast and print advertising placements, as well as consistent and innovative in-house marketing efforts, generated more than 25 million owned and paid gross impressions, while earned public relations efforts garnered an additional 55 million.

The WCCVB’s social media channels saw particularly tremendous growth in 2025, with a 35% increase in overall followers. The team’s web site and blog also drew strong engagement, each setting new records for annual traffic.

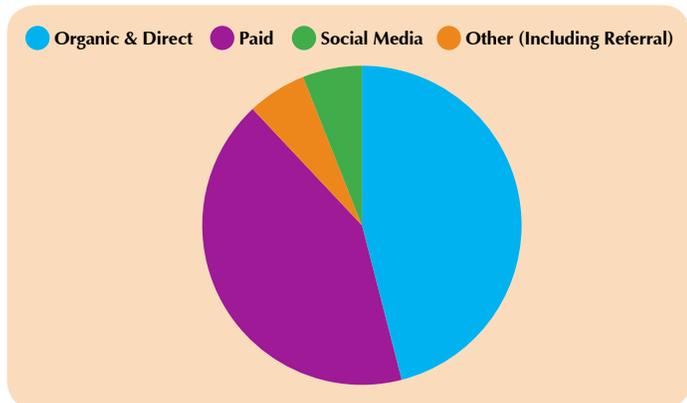
Gross Impressions



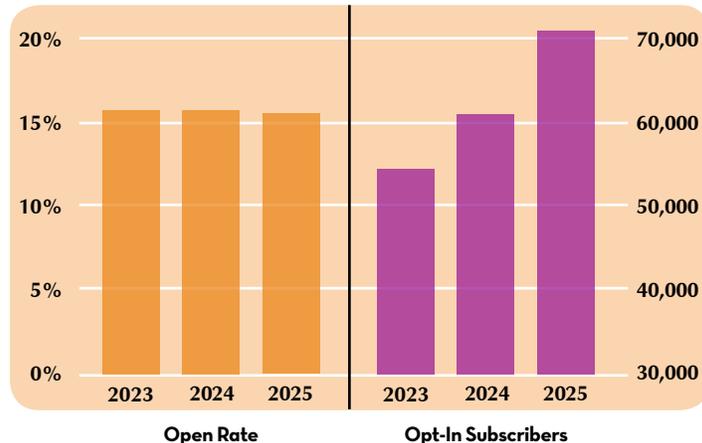
Social Media Followers



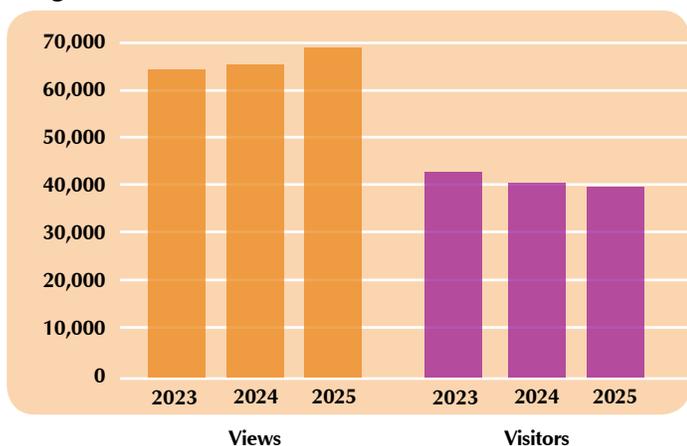
2025 Website Traffic Breakdown



E-Newsletter Stats



Blog Stats



E-Newsletter



Facebook

Warren County - Ohio's Largest Playground
 41K followers · 456 following · 8.5K posts

Home of Kings Island, Great Wolf Lodge & Ozone Zipline Adventures, Warre... See more

Tourist information centre · £

Followed by Sarah Joe Bachert, Scott Hofmann and Regena Balazs

Following Message

All Photos Reels More ▾

Details

☆ 80% recommend (396 reviews)

X

Warren County CVB Get verified
 @WarrenCountyOH

Official tourist information for Warren County - Ohio's Largest Playground® - including Kings Island, Great Wolf Lodge, Ozone Zipline, shopping, dining & more!

Mason, OH OhioLargestPlayground.com

Joined November 2008 >

1K Following 3.6K Followers

Posts Replies Highlights Videos Photos Ar

Warren County CVB @WarrenCou... · 1d X
 There's just one week left to get your votes in! Help your Warren County favorites go for gold. Remember, you can vote once per day!

Instagram

warrencountyoh

Warren County CVB
 3,659 posts 6,073 followers 475 following

Zip. Sip. Ride. Roar. Soar. Explore. Warren County is Ohio's Largest Playground®. Plan your getaway - not far away - today!

#letsplayohio
 5412 Courseview Dr, Ste 220, Mason, Ohio
[brewl.in/warrencountyoh](#) and 2 more

warrencountyoh 1 new

Followed by nickcpdt, halfcafmusings and 16 others

Following Message Contact

2025 Sports Review

In 2004, the Warren County Convention & Visitors Bureau launched its sports division, now known as Warren County Sports. Over the years, millions of athletes and their family members have come to Ohio’s Largest Playground for the best in competition and fun, generating an economic impact for the region estimated at more than \$1 billion and 1.38 million hotel room nights.

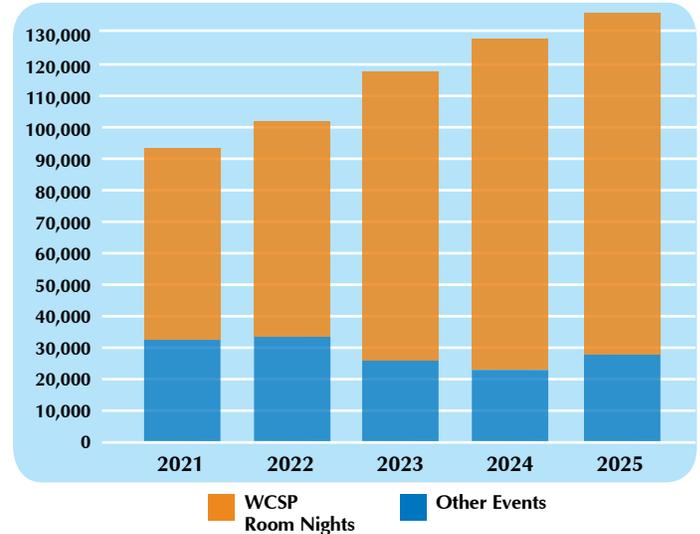
To generate that economic activity, Warren County Sports manages four different categories of sporting events:

- Direct Sale Events (held as a direct result of sales/recruiting efforts by WC Sports)
- Assisted Events (for which WC Sports assists in the operation to some degree)
- Created Events (owned and operated by the WCCVB)
- Warren County Sports Park events

Since its inception Warren County Sports has looked to the future. Prior to 2020, that future hinged on the potential construction of a destination sports complex to be built and managed by the Warren County CVB. Now a reality for the past six years, the Warren County Sports Park (WCSP) has continued to grow its impact annually. In 2025, the WCSP delivered record numbers, surpassing all estimated projections forecasted by pre-construction third party studies. Due in large part to the WCSP and other high-quality facilities in the county, Warren County currently ranks as the No. 3 Sports Tourism Destination in the Nation according to Sports Tourism Index.

In 2025, the WCSP hosted 52 events, drawing more than 1.7 million attendees. That activity generated an economic impact of \$129 million

Sports Room Night History



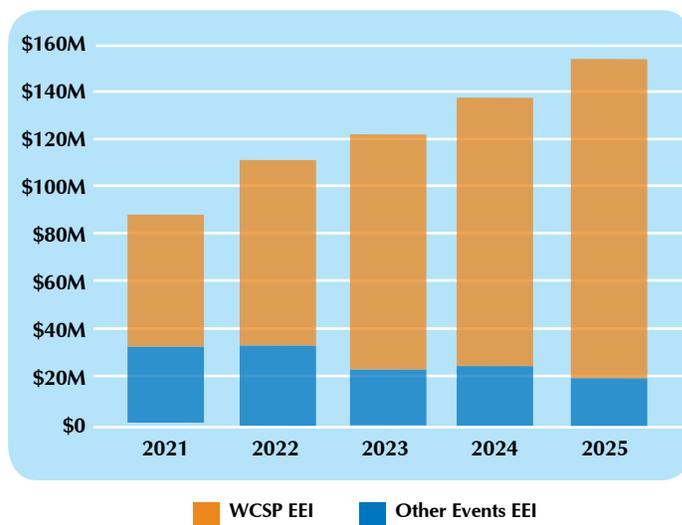
for the community and filled more than 118,000 hotel room nights. Events hosted at the WCSP and elsewhere in the county combined to spark a record year for overall Warren County sports tourism in 2025. In total, Warren County Sports hosted 84 events in 2025, attracting more than 2 million people, driving \$155 million in estimated economic impact and generating more than 137,000 hotel room nights.

2026’s outlook is even brighter. Warren County Sports projects to host more than 80 events, drawing more than 2 million attendees, accounting for 150,000 hotel room nights and \$165 million in estimated economic impact. The 2026 calendar is already sold out at the WCSP, which will account for the majority of that projected \$170 million impact. Last year, the WCSP hosted 51 events and practices, welcoming more than 1.62 million attendees through the gates. That activity generated an economic impact of \$111 million for the community and filled more than 104,000 hotel room nights.

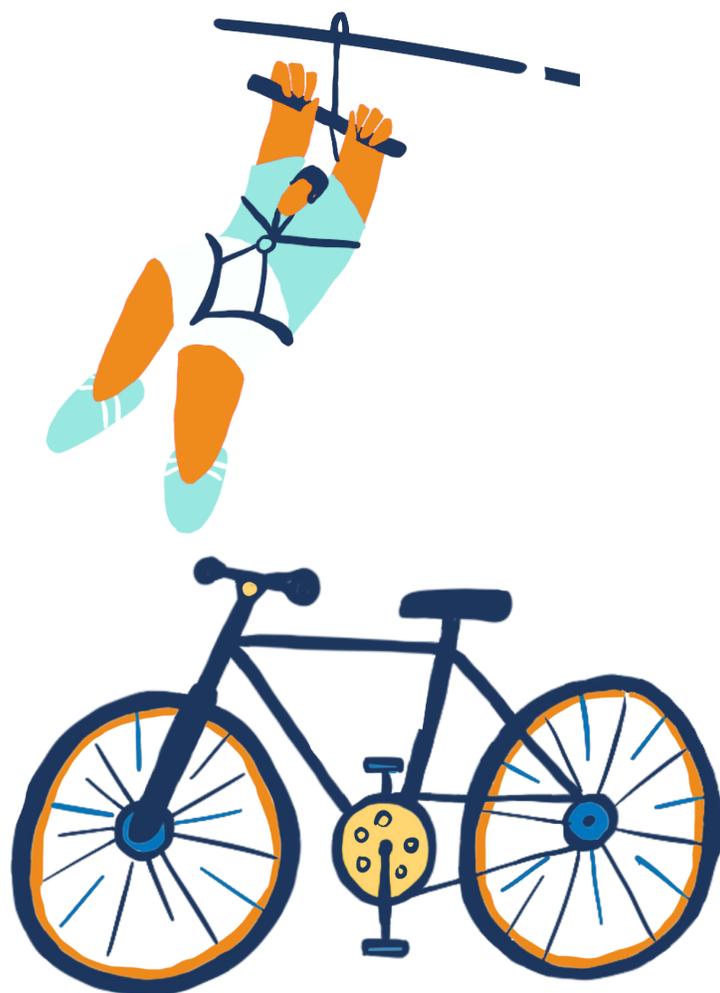
Sports Event History



Sports Estimated Economic Impact (EEI) History



Event highlights for 2025 will include 29 soccer tournaments, 21 baseball tournaments, three lacrosse tournaments and two football events hosted at the WCSP, as well as an even wider variety of events scheduled to be held at additional sporting venues throughout the county.



2026 Leisure Marketing Outlook

Leisure Marketing 2026 Objectives, Strategies & Tactics

Objective: Sell Warren County as an attractive destination for today's traveler

Leverage creative to communicate Warren County's easy accessibility, affordability and entertainment offerings utilizing the following promotional vehicles:

- Digital: Search engine marketing, display ads, online video, social media, e-newsletters
- Broadcast: Broadcast radio, streaming radio & podcasts, streaming TV
- Print: Ohio Travel Guide, various regional tourism publications
- Out-of-Home: Tourism information centers

Further leverage budget-friendly, in-house marketing solutions

- Increase frequency of blog and social media content
- Increase collaboration with travel writers and content creators/influencers
- Improve web site's content and usability

Objective: Increase Warren County's brand awareness among relevant audiences

Deliver effective messaging to thoroughly researched regions, including Illinois (Chicago); Indiana (Indianapolis, Fort Wayne); Michigan (Detroit); Ohio (Cleveland, Toledo); Pennsylvania (Erie, Pittsburgh); West Virginia (Charleston, Huntington).

Key demographic targets include family travel planners (women ages 35-50 with children) and empty nesters (adults ages 50-64), among others.

Objective: Strengthen awareness of Warren County's shoulder season and midweek offerings

- Strategically emphasize events, attractions and unique opportunities available to travelers Monday through Thursday, as well as during the region's traditionally slower, but steadily growing fall and winter shoulder seasons
- Explore opportunities to further grow/support the county's group travel and meeting markets

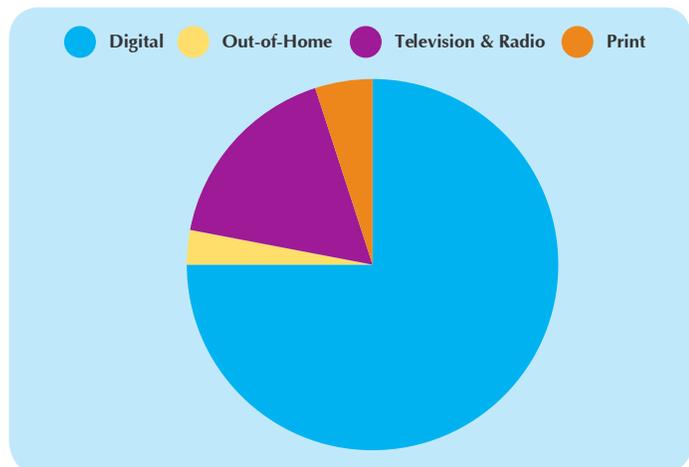
Objective: Increase awareness of Warren County's outdoor and historic tourism opportunities

- Tailor marketing creative and messaging to further highlight Warren County's outdoor recreation draws, as well as its historical highlights - especially relevant during the nation's America250 celebration

Objective: Advance collaboration with tourism partners, Warren County Sports staff

- Continue collaborating with tourism partners as often and as impactfully as possible highlights - especially relevant during the nation's America250 celebration
- Leverage speaking and networking opportunities to further build community relationships and WCCVB awareness
- Work more closely with Warren County Sports staff to further streamline overall efforts

2026 Media Budget Allocations



2026 Leisure Marketing Goals

Consumer E-Newsletters	12
Partner E-Newsletters	12
Social Media Contests	10+
Travel Writer/Content Creator Collaborations	5+
<hr/>	
Leisure & Sports PR Stories	20 placements in target markets
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Social Media	15% increase in overall followers

2026 Warren County CVB Media Plan

MEDIA	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Broadcast/Out-of-Home												
iHeart Media (Streaming & Broadcast Radio + Podcasts)												
Travel Information Centers/Rest Stops												
Print												
2026 Ohio Travel Guide												
KidsLinked												
Digital												
Search Engine Marketing												
Online Display/Banner Ads												
Connected/Streaming Television												
Paid Social Media												
Digital Visitors Guide Lead Gathering												
Owned/Earned												
Public Relations												
Online Media*												

* Includes blogs, e-newsletter, social media, website, SEO content produced in-house

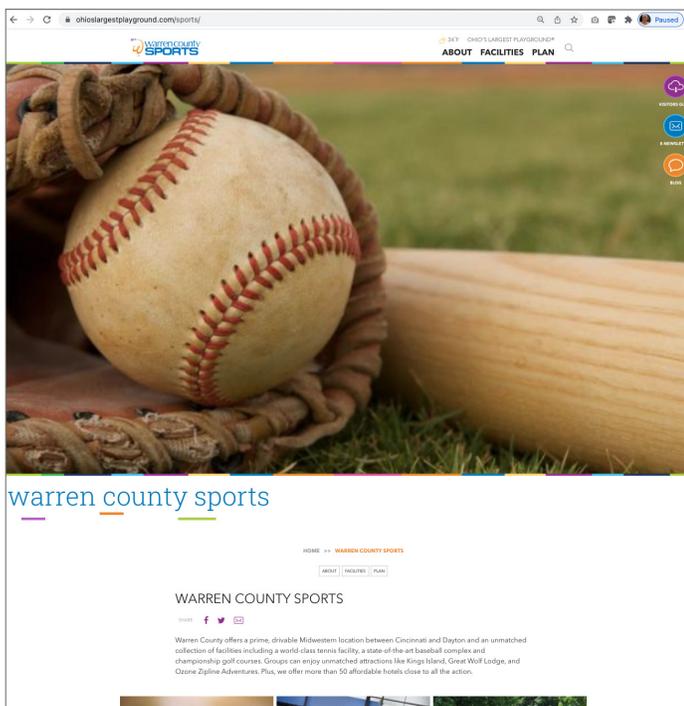
NOTE: Media calendar is subject to change

Sports Marketing 2026 Objectives, Strategies & Tactics

Objective: Deliver record economic impact (\$165 million & 150,000 room nights)

- Fill every available date at the Warren County Sports Park
- Utilize other facilities as available (Linder Family Tennis Center, private sports facilities, community parks, etc.)
- Encourage/assist local sports groups and organizations to produce additional events
- Entice rights holders to utilize all Warren County facilities in future years through contact at conferences and tradeshows
- Grow existing events by increasing the number of teams at each

Website – Sports



2026 Sports Marketing Goals

Events	80
Attendance	2,100,000
Room Nights	150,000
Estimated Economic Impact	\$160,000,000

- Increase attendance by leveraging tourism backdrop and family vacation opportunities

Objective: Emphasize efficiency of operations

- Manage budget to ensure lowest per room night spend possible
- Partner with organizations to increase sports impact through facility or event development
- Efficiently build staff to manage expected growth at WCSP

Objective: Strategically grow WCSP

- Continue efficient operations – equipment, staff, event support, etc.
- Work with events to increase out-of-town attendance and sponsor business growth
- Continue to recruit and retain sponsors for the Warren County Sports Park

Objective: Tell our story

- Present at community events telling the story of CVB Sports and opportunities for partnerships
- Work with multiple platforms and attend multiple tradeshows to obtain more events for facilities outside of the sports park



Warren County Convention & Visitors Bureau

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www.OhiosLargestPlayground.com

Connect with us
on social media!

