



BOWLING GREEN, OHIO

# ANNUAL REPORT 2025

Visit BG Ohio

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# HIGHLIGHTS

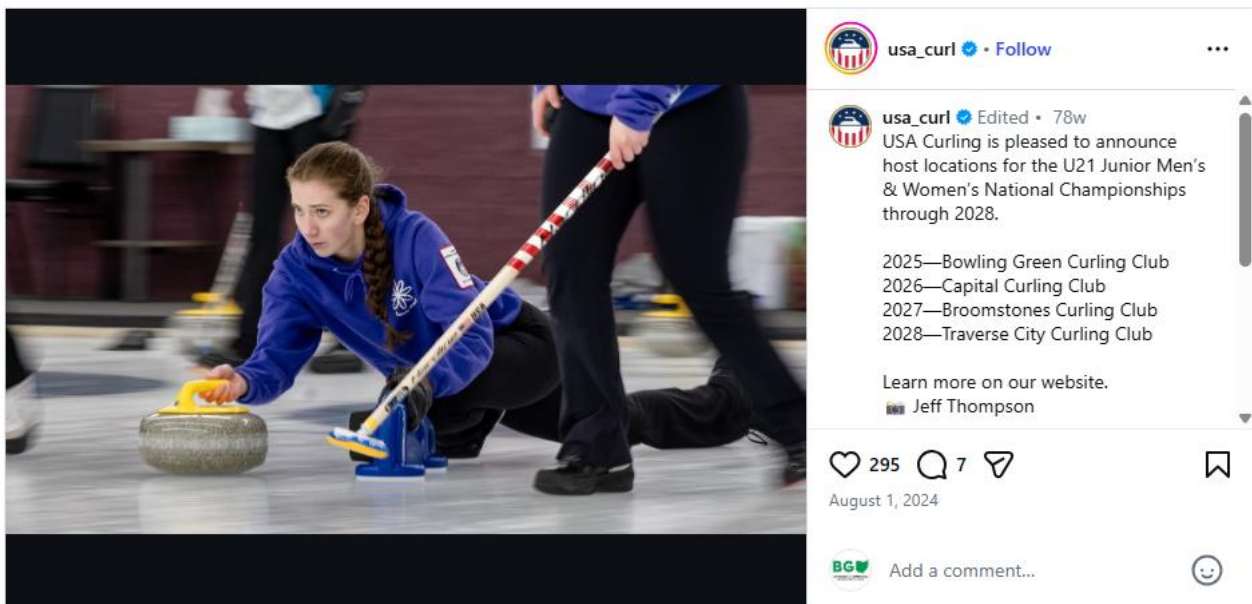
Visit BG Ohio will promote Bowling Green as an ideal location for events and meetings, attract leisure visitors through unique experiences, and offer exceptional hospitality to ensure visitors keep returning.

## GRANTS \$16,229.53

Visit BG Ohio (VBGO) awarded tourism grants in 2025 to several organizations that impact tourism in Bowling Green. Our commitment to these grant recipients went much further than to just provide them with the requested financial support of the grant. VBGO worked alongside these organizations providing resources, connecting partners, and participating in events.

Grant recipients do have to meet the criteria set in the application. Grants that are applied for by September of the previous year and are approved and included in the budget. The requested monies are awarded when a final report of the event is received.

The Bowling Green Curling Club applied for the VBGO grant to help support a six-day 2025 Junior Nationals event.



- 66 athletes (3% in state, 97% out of state)
- 21 Coaches (5% in state, 95% out of state)
- 158 Out of Town spectators (100% out of state)
- 12 Out of Town Volunteers 95% in state, 42% out of state
- 9 USA Curling Staff (110% out of state)
- 2 Stadium Sports Network Staff (100% out of state)

Many Local Spectators and Volunteers. We also learned that Teams stayed at our Bowling Green Hotels and some chose to stay at short-term rentals (e.g. Airbnb, VRBO) and also at campgrounds. Estimate of hotel stays was 469 (67 rooms x 7 nights) 20 short-term rentals and campground stays.

This was deemed very successful with lots of great feedback, and the USA Curling Ice Crew and Officiating Crews said it is one of the most smoothy run events they have ever been a part of.

The event earned approximately \$13,000 for BG Curling Club - critical .

**Wood County Historical Society** utilized the VBGO tourism grant to increase the promotions budget for their three-day event; Early Ohio on the Portage: A Living History Weekend. The weekend is marketed as a “timeline” living history event that features period-costumed interpreters from 1700 to 1865. The interpreters teach school children and the public about life in the early days of Wood County with demonstrations. Many of the interpreters’ camp in old-fashioned canvas tents on the grounds overnight, but some prefer using the local hotels



overnight.

The event was widely publicized and draws visitors with its demonstrations and hands-on approach to history.

With the Lady Branderberry Ball advertised as a family-friendly event it invites visitors to make a day trip to Bowling Green and encourages those overnight stays.

Both Early Ohio and the ball recorded visits from Indiana and Michigan.

With Visit BG being represented in advertising and in press releases it gives this organization visibility to people wanting to travel to Bowling Green.

**The National Tractor Pulling Championships** brings 60K people to Bowling Green for a three-day event that is known internationally. A grant from Visit BG continues to provide essential hospitality services for the guests of Bowling Green hotels with shuttles to and from the fairgrounds and a stop downtown. Visit BG coordinates this shuttle service for NTPC as well as providing a hospitality tent at the event to help visitors with their questions about where to eat or shop and other attractions in BG.



#### SPONSORSHIPS - \$58,663.08

- Soccer Challenge
- BG 4 x 4 Fest - Local Drive
- BG Boom Festival and Fireworks
- Bowling Green Pickleball Courts
- BG Youth Baseball - Banners for businesses on the fence at Carter Park
- Firefly Nights
- Annual Holiday Parade
- Wood County Museum - Music at the Museum and Free First Fridays
- BG Porchfest
- BGO Pride Association
- Downtown Foundation
- An Evening of Christmas

## MARKETING - \$96,988.16

### Publications

- State of Ohio Official Travel Guide
- Ohio Magazine
- The Guardians Official Program
- The Cleveland Brown Official Program
- Destination Toledo Visitors Guide
- Bowling Green Visitors Guides
- America 250<sup>th</sup> Ohio Magazine special publication
- Installments on the 2026 - 2027 the Official Bowling Green Magazine
- Wood County Fair Book

### Digital

- Great Lakes Publishing
  - Search Engine Marketing
- Paid Social
- Email Marketing

### Website

- Rebuild installments
- ITI Digital Automated Events Calendar and Events Content Management

### Social Media

- Facebook 6.8K Followers up 400 from 2024
- Instagram 2.8K Followers up over 650 from 2024

### Trade Shows and Events

- AAA Travel Show - Columbus
- Sports Destination Conference - Portland Oregon
- S.O.A.R. - BGSU Student Orientation
- BGSU Family Weekend
- NTPC - Welcome Booth
- Business Expo

- Wood County Chamber Day at the Fair

#### **TV and Radio Appearances/Interviews**

- WTOL 11
- NBC 24
- ABC 13
- The Morning Show WBGU 88.10 FM

#### **Photo Shoots**

- Providing photo assets for our website rebuild and 2026-2027 Bowling Green Magazine.

# MAKING CONNECTIONS

## Memberships

- Ohio Travel Association

## Conferences

- Ohio Travel Association in Geneva on the Lake
- Destination Toledo Tourism Updates

# IT'S A WRAP

## Bowling Green Magazine

Bowling Green Magazine exists to showcase the best of our city at moments when attention matters most. First launched in 2021, the magazine returns with its third edition in May 2026—polybagged with *Ohio Magazine*—placing Bowling Green directly in front of travelers actively exploring Ohio. By highlighting our new murals, signature events, and standout dining scene, the magazine sparks curiosity and invites visitors to experience the city for themselves. It also serves as a powerful recruitment and relocation tool for BGSU, realtors, and employers, offering a tangible snapshot of Bowling Green's quality of life and why people choose to live, work, and invest here.

# LOOKING AHEAD

Visit BG Ohio understands the need to have an attractive, user-friendly website that provides essential information for people looking to plan a trip. We have made several enhancements to the website that was built in 2018, but it is now time to redesign the website for the most engaging experience the user can have.

After Careful research, Great Lake Studios has been working on that redesign with a more user-friendly design and new enhancements on the way. VibeMap will be our new calendar and events content manager and soon to follow that conversion will be a friendly chatbot to help those looking to travel to Bowling Green.