

# CINCINNATI region

# **OUR GROWTH STORY**

The travel and tourism industry generates new revenue and tax dollars that create jobs, opportunity and vitality for the residents and communities across the 15-county, three-state Cincinnati region. Tourism often is the front door to attract talent, business and economic development.

Growth in tourism has been one of the brightest spots in our regional economy, outpacing national growth averages. This expansion continues to renew our destination as more developers and businesses recognize the opportunity to build on the sustained success and momentum.

Visitors are attracted and delighted by the beauty and cultural richness of our destination and the welcoming nature of our people. To the traveler, we showcase big-city arts and authentic experiences, professional sports, family fun, festivals and culinary and outdoor adventures.

From the time we say hello, to our unwavering commitment to creating possibility, the Cincinnati region is defined by connection.

Our industry understands and excels in creating impact through collaboration. As we renew our commitment to collaborative travel and tourism, we invite you to connect with us as we proudly share the story of the Cincinnati region and celebrate our success.

## **Dan Lincoln**

President & CEO, Cincinnati USA Convention & Visitors Bureau

### **Eric Summe**

President & CEO, meetNKY — Northern Kentucky CVB

#### **Linda Antus**

President & CEO, Cincinnati USA Regional Tourism Network



\$5 BILLION SPENT

26.1 MILLION VISITORS
77,000 JOBS

\$1.1 BILLION IN TAXES

OUTPACED U.S. GROWTH

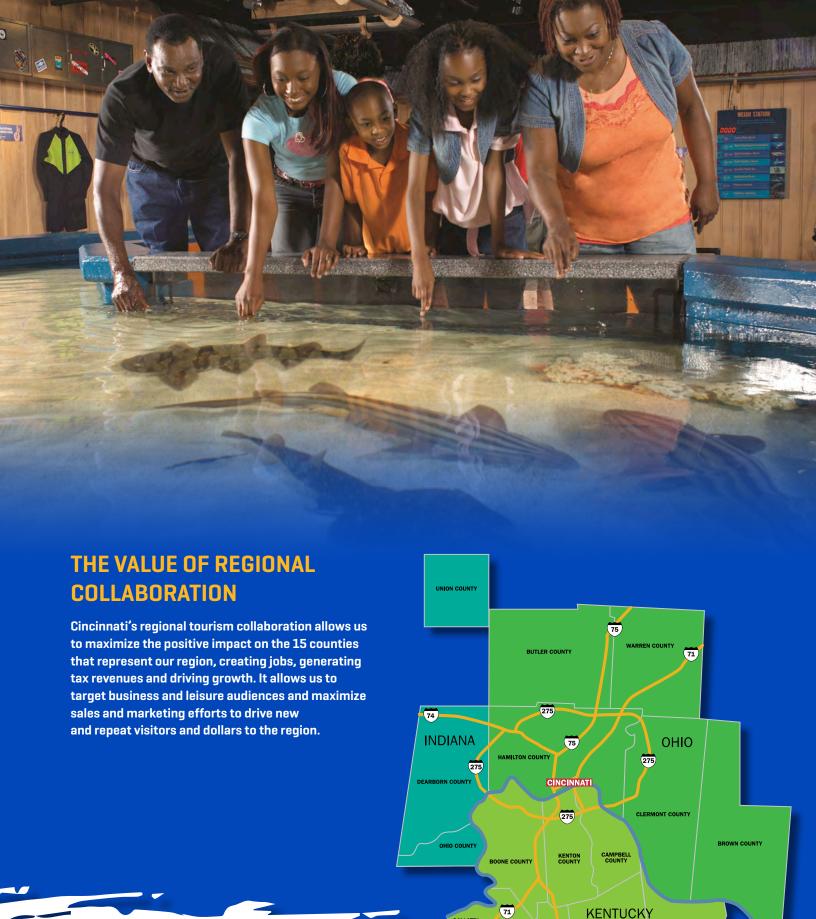
**VISITORS SPENT \$5 BILLION** IN THE REGION, DRIVEN BY SPENDING ON FOOD AND BEVERAGE, RETAIL AND LODGING.

THE CINCINNATI REGION HOSTED 26.1 MILLION VISITORS IN 2016.

MORE THAN **77,000 JOBS ARE SUSTAINED** BY THE TRAVEL AND TOURISM INDUSTRY IN THE REGION.

TOURISM GENERATES \$1.1 BILLION IN TAX REVENUE, INCLUDING STATE AND LOCAL TAXES, OFFSETTING THE REGIONAL HOUSEHOLD BURDEN BY \$630 YEARLY.

SINCE 2009, THE CINCINNATI REGION'S GROWTH IN VISITOR VOLUME, ROOM DEMAND, REVENUE AND HOSPITALITY EMPLOYMENT HAS OUTPACED THE GROWTH OF THE UNITED STATES IN THESE MEASURES.



Research conducted by



Longwoods

BRACKEN COUNTY

PENDLETON COUNTY

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