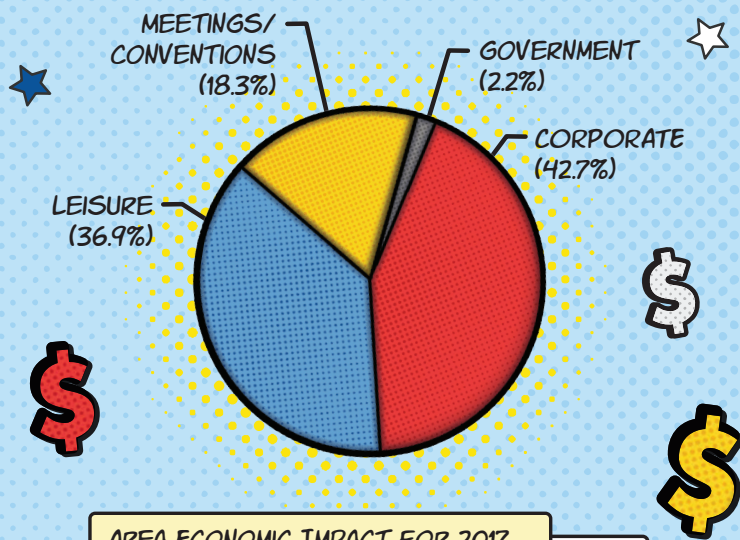


MARKET SEGMENTS FOR THREE COUNTY AREA

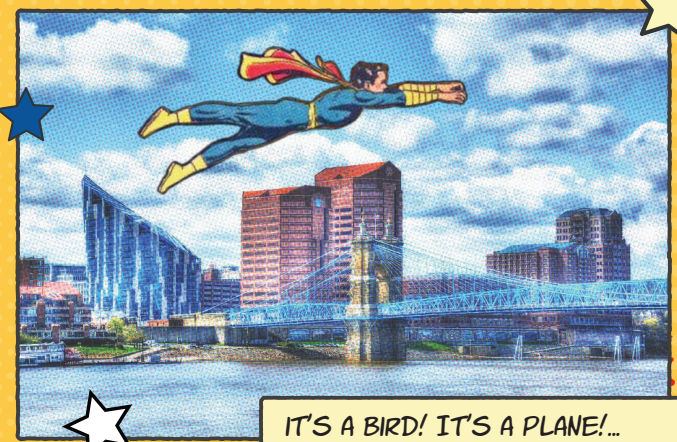


AREA ECONOMIC IMPACT FOR 2017

LODGING	\$222 M	49.4%
RESTAURANTS	\$100 M	22.3%
SHOPPING	\$55 M	12.1%
ENTERTAINMENT	\$33 M	7.4%
TRANSPORTATION	\$28 M	6.1%
OTHER	\$12 M	2.7%

TOTAL : \$450 M

2017 ANNUAL REPORT



IT'S A BIRD! IT'S A PLANE!...

THE BIG STORY:

THE YEAR 2017 WAS MONUMENTAL FOR NKY. FROM BOURBON TO BOATS, THE HEROES OF NKY SOARED TO NEW HEIGHTS...



BUREAU-GENERATED ESTIMATED ECONOMIC IMPACT

UP 15.6% TO \$128 M

ADR

UP 6% TO \$101.59

OCCUPANCY

UP 2.6% TO 70.8%

REVPAR

UP 8.8% TO \$71.86

SUPPLY AND DEMAND CHANGE

SUPPLY: UP 5.8%

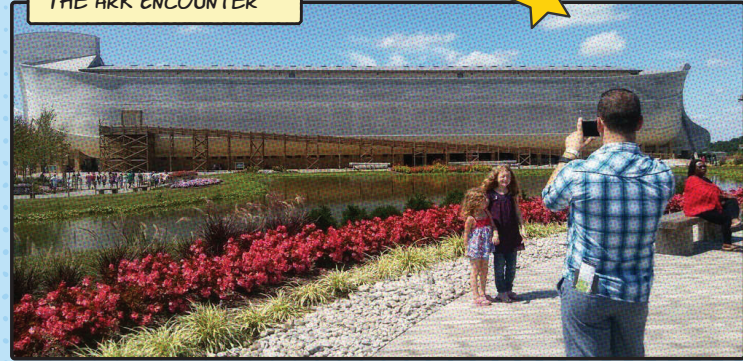
DEMAND: UP 8.6%

94%
OVERALL VISITOR SATISFACTION!

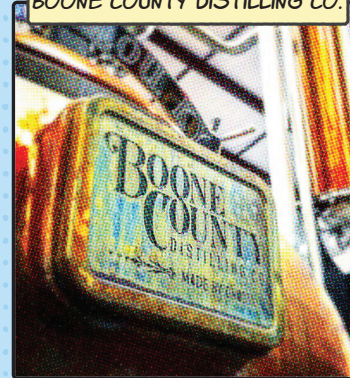
CONVENTION FUTURE BOOKINGS
+28%

WHICH EQUALS
\$47 M
IN FUTURE IMPACT

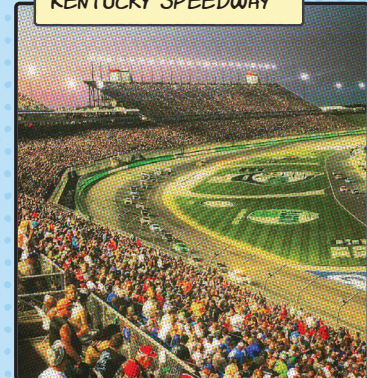
THE ARK ENCOUNTER



BOONE COUNTY DISTILLING CO.



KENTUCKY SPEEDWAY



\$23.52
RETURN ON EVERY DOLLAR SPENT!

