

# 2025 ANNUAL REPORT

## DEAR FRIENDS OF MEETNKY,

As Northern Kentucky looks ahead to 2026, the region's tourism economy enters a powerful moment of growth and opportunity.

This past year delivered measurable results. Northern Kentucky outperformed the national average in hotel occupancy, even as parts of the broader travel economy slowed. Room night demand remained strong along the riverfront, reinforcing the strength of our urban core. Continued investment in riverfront development, new hotel product, and infrastructure improvements enhanced the visitor experience and strengthened our competitive position.

The meetings and conventions segment also advanced significantly. Through stronger regional alignment across Boone, Kenton, and Campbell counties, and collaboration with Visit Cincy, the booking pipeline expanded into 2026 and early 2027 ahead of the renovation cycle at the Northern Kentucky Convention Center. Strategic sales outreach, trade show activations, and focused engagement with planners delivered new group business opportunities.

Marketing and branding efforts elevated Northern Kentucky's profile in 2025. Campaigns highlighting vibrant riverfront communities, NKY's connection to the Kentucky Bourbon Trail®, and the region's role within the broader Cincy story generated strong engagement across key markets. Expanded digital strategy and national earned media coverage positioned NKY as both an accessible getaway and a destination on the rise. A major milestone was the completion of updated NKY brand messaging in partnership with BE NKY, creating a clear and unified narrative to guide future marketing and sales efforts.

Looking ahead, the return of BLINK in October 2026 is a great chance to highlight Northern Kentucky as a growing arts destination. Group travel, sports tourism, and escorted leisure tours will continue to be key focus areas, especially with the easy access provided by Cincinnati/Northern Kentucky International Airport. The success of 2025 shows just how strong the region's partnerships are. Working together, tourism keeps fueling the local economy, supporting small businesses, and building pride across Northern Kentucky.

— Julie Kirkpatrick  
President & CEO

## SIGNIFICANT MEDIA COVERAGE

### TRAVEL + LEISURE

"I Live in the Midwest and I Think This Is Its Most Underrated City—and It Has the Largest Oktoberfest in the U.S."

### FOOD & WINE

"The Top Small US Cities for Food and Drink"

### DAILY MAIL

"I've spent years in America and visited all 50 states. Forget New York and LA, these are the 15 towns and cities you really must visit"

### INSIDEBOOK

"65 Lesser-Known Cities to Add to Your List"

### ONLY IN YOUR STATE

"4 Exciting Places in Ohio Everyone Will Be Talking About in 2026"



## DESTINATION PERFORMANCE

Welcomed 26.5M visitors for a total spend of \$3.3 billion, benefiting a wide variety of local business categories.

### TOP VISITOR MARKETS IN 2025



### Lodging (Cincy Region)

2025 Hotel Occupancy **59%**      2025 STVR Occupancy **38%**  
Revenue **\$403.9M**      Revenue **\$71.5M**

**Total Lodging Revenue \$475M**

### Percent of NKY Top Visitor Spend Outside of Lodging Facilities in 2025 (Zartico)

Local Businesses **32%**  
Food & Beverage **14%**  
Retail **12%**  
Attractions **41%**

### Percent of Cincy Region Top Visitor Spend Outside of Lodging Facilities in 2025 (Zartico)

Local Businesses **20%**  
Food & Beverage **15%**  
Retail **17%**  
Attractions **30%**

## CVG SERVED APPROXIMATELY 8.97M PASSENGERS

Launched new routes and announced infrastructure improvements including:

### New Nonstop Flights:

- **Frontier:** Austin, Texas (March)
- **Allegiant:** Gulf Shores, Alabama and Portland, Oregon (May)
- **Air Canada:** Montreal, Quebec (May)
- **Alaska Airlines:** Expanded Seattle service to twice daily (August)
- **British Airways:** Expanded to six days/week in 2026

Continued work on Elevate CVG, a \$575 million terminal modernization program.

## KEY MILESTONES

In 2025, MeetNKY invested \$928K in community projects and events.

MeetNKY Joins Regional Growth Partners in the OneNKY Center.

Hosted the Association of Film Commissioners International (AFCI) 2025 Cineposium.

MeetNKY + BE NKY complete NKY Brand Narrative for business, tourism and talent.

Strategic sales missions, trade show activations, and targeted outreach to meeting planners resulted in an expanded booking pipeline leading into a major renovation at NKYCC.

America's River Roots held in October 2025 strengthened hotel performance with 75% occupancy and an average stay value of \$305, highlighting the unique river connection we share.

## 2025 BY THE NUMBERS

**\$3.8M** Economic impact at the NKY Convention Center in 2025 based on ARPA funding incentives.

**\$19,012,366.61**

Direct spend by meetings and groups

**100% MEETING PLANNER SATISFACTION**

**221 CONVENTIONS, TOURS, AND EVENTS**

**81,923 ROOM NIGHTS**

Visitcincy.com Website Users: **1.9M**

Visitcincy.com Website Sessions: **3.5M**

EOY 2025 Social Media - Leisure Audience: **1.6M** Paid Social Sessions

## SOCIAL MEDIA

**69,065 FOLLOWERS**      **40,579 FOLLOWERS**      **10,368 FOLLOWERS**

## STAFF



**Julie Kirkpatrick, CTA, CDME**  
President & CEO



**Amanda Lewis, CTA**  
Website & Content Manager



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**Makayla Maloney**  
Destination Engagement Ambassador