

2024 ANNUAL REPORT

TOURISM *In Motion*



“Northern Kentucky tourism is thriving! From the rolling hills of our counties to the vibrant riverfront, every visit is an adventure. With world-class partners, rich history, and unforgettable experiences, NKY is truly *tourism in motion!*”

JULIE KIRKPATRICK
meetNKY PRESIDENT & CEO



2024

By The Numbers

100%

MEETING PLANNER
SATISFACTION

2.8M

Engaged sessions
on **visitcincy.com**

257K

Engaged sessions
on **theblineline.com**

New consumer emails for
Cincy Region database:

8,162

Group Tour regional
room nights tracked:

43,361

Kiosk usage in partner
organizations:

279,772

Definite Economic
Impact of Conventions
Booked for Future Years

+20%



INCREASE
\$25.70M/48,567 RN

Convention Lead Volume
(number & impact)

30%

245 Leads Sent

20.57%

Salaries

no more than **23%** of
operating revenues

5.51%

OPEX

no more than **7%** of
operating revenues

RevPAR

NKY
Region

110.4%

Cincy
Region

91.9%