



CATALYST

2016 - IGNITING GROWTH TOGETHER - 2017



Northern Kentucky CVB

Annual Report

2016 by the numbers



CATALYST

2016 - IGNITING GROWTH TOGETHER - 2017

98% overall satisfaction rating



92% of visitors loved their NKY experience and plan to come back



occupancy

↑ **3.54%**
to

68.96%



RevPAR

↑ **8.45%**
to

\$66.07



bureau economic impact in region

↑ **14.75%**
to

\$107.3M



average daily rate

↑ **4.73%**
to

\$95.81



We provided services to

143 groups
in 2016 — that's
27,850
attendees



\$22.07

return on every dollar spent on marketing

↑ **5.9%**