

TOURISM COUNTS

\$5 Billion

THE VISITOR ECONOMY
DRIVES VITALITY IN THE
CINCINNATI REGION

CINCINNATIUSA
CONVENTION & VISITORS BUREAU

meet **nky** Northern
Kentucky CVB


Regional Tourism Network
CincinnatiUSA.com

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,
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Tourism Counts

\$5 BILLION SPENT

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

26.1 MILLION VISITORS

THE CINCINNATI REGION HOSTED 26.1 MILLION VISITORS IN 2016.

77,000 JOBS

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

\$1.1 BILLION IN TAXES

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

OUTPACED U.S. GROWTH

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.



THE VALUE OF REGIONAL COLLABORATION

Cincinnati's regional tourism collaboration allows us to maximize the positive impact on the 15 counties that represent our region, creating jobs, generating tax revenues and driving growth. It allows us to target business and leisure audiences and maximize sales and marketing efforts to drive new and repeat visitors and dollars to the region.



Research conducted by

