

PASSKEY CLIENT PROFILE



"THERE IS NO SUCH THING AS A 'FREE' RESERVATION...THINK TRAVEL AGENT, GDS, AND FRANCHISE FEES. PASSKEY, BY COMPARISON, IS THE MOST COST EFFECTIVE, DELIVERED RESERVATION YOU CAN GET."

NORTHERN KENTUCKY
The Southern Side of Cincinnati.

MARIE FUEHNER, DIRECTOR OF CONVENTION & VISITOR SERVICES, NORTHERN KENTUCKY CVB

Northern Kentucky Convention & Visitors Bureau

Business Profile

Headquarters	Covington, KY
Founded	1974
Employees	215
Year <i>Passkey-enabled</i> SM	June 2000
Hotel Members	40
Number of Events per Year	200
Total Hotel Rooms Available	7,000

Benefits with Passkey

- 90% of attendees from one event booked online with Passkey.
- 24/7 access to Passkey lets hotels leave inventory open post cut-off date, thereby increasing incremental revenue.

About Northern Kentucky CVB

Serving the hotels of Northern Kentucky and the Southern side of Cincinnati with cutting-edge marketing and travel services, the Northern Kentucky Convention & Visitors Bureau prides itself on building economic development through the hospitality industry. Annually, over \$250 million in indirect spending is generated to the Northern Kentucky economy via visitors to the area.



The average direct economic impact on the community by specific initiatives of the Convention & Visitors Bureau exceeds \$75 million. Tourism is the Commonwealth's third leading industry and the timesaving, easy-to-use technology of Passkey allows this important market to grow further.

Before Passkey

With limited staff, managing more than 7,000 hotel rooms for the area's annual 200 events in the Northern Kentucky CVB region was not only time consuming, but was prone to missed opportunities and duplication of work by all parties involved. Whether it was dealing with overflow at one hotel or the difficulties in managing post cut-off date reservations, technology savvy professionals at the Northern Kentucky CVB were searching for the perfect tool that would let the team manage its own housing and bring its business operations into the 21st century. Enter Passkey.

With Passkey

Communication has always played an integral role in the success of attracting and integrating world-class events into areas surrounding the Northern Kentucky Convention & Visitors Bureau.

This is accomplished because Passkey provides meeting planners, convention centers, hotels, and vendor staff - coordinated by the CVB - the ability to share real-time information, anytime and anywhere. And best of all, Passkey is an intuitive tool, so volunteers and temporary support staff are able to understand the technology and run status reports without the added cost or time required for training.

Whether it's a 1,700 room block managed by a planner or by the CVB itself who oversees the entire event, using Passkey has increased overall peak night reservations and incremental revenue, and has even saved attendees money as they can easily book the hotel of their choice online. Because of Passkey, the Northern Kentucky CVB can compete with single meeting housing facilities and give their meeting planners the flexibility and cost savings that is often only available when multiple hotels are contracted. Passkey seamlessly provides attendees with simple, one-stop shopping while providing planners with incomparable reporting and tracking. As Marie Fuehner says, "It is the ideal marketing tool for us."