



CVG
Launching Point
STRATEGIES FOR 2016 & BEYOND



For Us

Life is about more than just the destination; it's about how you get there. It's about embracing the challenges that face us, trying something new and pursuing the excitement of possibility along the way.

This is where we come in. This is our launching point.

At CVG, we intend to create an elevated airport experience. We will connect people to incredible services and smarter solutions. We will conduct more meaningful business, stimulate growth and exemplify our values to the community and the world beyond. In the following pages, we not only redefine who we are but also what we will become. Read on and discover the new CVG.



Future Forward

With an eye to the future, we at CVG know exactly where we want to go ... and that's forward. To do this we have crafted a Vision, Mission and Brand Promise—three statements that will guide our pursuit in harnessing the power of our goals and ideas and turning them into business-changing and experience-changing results.



➤ Vision:

Make travel through CVG an unforgettably positive experience

➤ Mission:

To become the airport of choice to work for, fly from and do business with

➤ Brand Promise:

To deliver world-class professionalism with Midwestern charm

*"The best way to predict your future is to create it."
Abraham Lincoln*

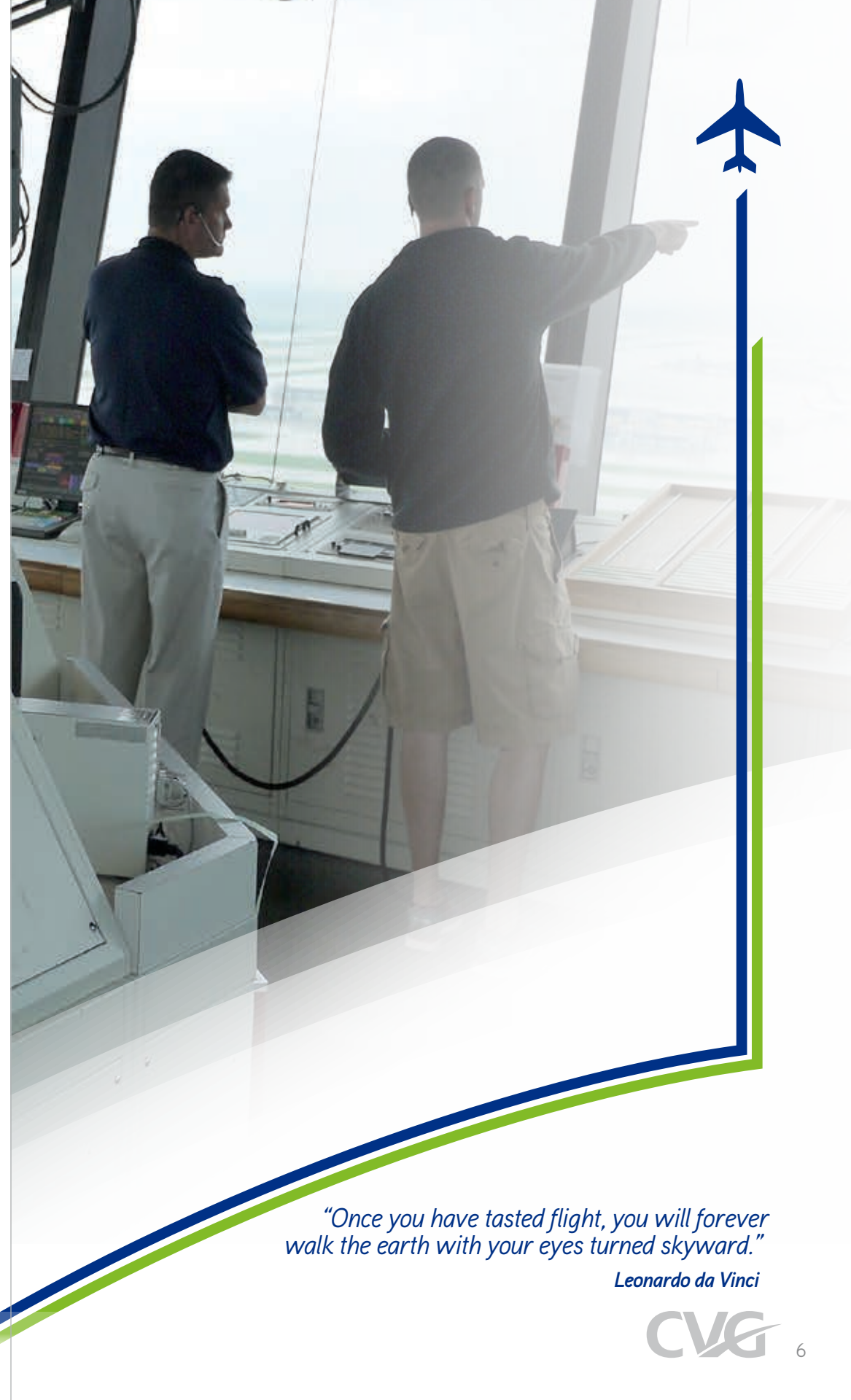


Take Flight

Flight is at the heart of all we do. We seek to continually grow and diversify this core service in order to enrich the lives of those around us. By connecting both people and businesses to more opportunities, we can begin to create a culture of exploration and discovery—one that is easier and more cost efficient so that everyone can enjoy the wonder of taking flight.

Our Goals

- *Expand and diversify passenger carriers*
- *Grow air cargo and related businesses*
- *Increase corporate flight activity*



"Once you have tasted flight, you will forever walk the earth with your eyes turned skyward."

Leonardo da Vinci



Grow Business

There's nothing more important than taking control of our own destiny. To do so, we not only have to maintain the strengths and assets that have carried us to where we are today but also generate new approaches and methodologies to build the CVG business into a world-class enterprise.

Our Goals

- *Maintain competitive cost structure and strong financial position*
- *Diversify airline and non-airline net revenue streams*

"Without continual growth and progress, such words as improvement, achievement, and success have no meaning."

Benjamin Franklin

Propel Community

At CVG, we believe that it takes a little piece of us all to make a better place. That's why we place a great importance on growing relationships at every level within our community. Together with these partners, we will create a CVG that better represents the passions and values of the Greater Cincinnati and Northern Kentucky region.

Our Goals

- *Act as a socially responsible neighbor*
- *Foster relationships with local governments, business and community leaders to strengthen and grow our business*
- *Build a culture of collaboration and teamwork*

*"Alone we can do so little.
Together we can do so much."*

Helen Keller



Elevate Services

Taking the time to pay attention to the details creates a difference—one that separates the good from the great. This includes everything from the cleanliness of our terminals to the upkeep of our grounds to the smile that sends you off and welcomes you back home. It is our greatest pleasure to deliver the excellence you deserve.

Our Goals

- *Ensure safety and security of employees, passengers and stakeholders*
- *Manage assets strategically to ensure clean, effective and efficient operations*
- *Deliver outstanding customer service*

*"If everyone is moving forward together,
then success takes care of itself."*

Henry Ford

Go Beyond

In order to move forward, the CVG brand must transcend convention to go where we have never gone before. This means reaching out to people and businesses in new and relevant ways and developing smarter solutions with emerging technologies to drive our overall Vision and Mission.

Our Goals

- *Activate brand promise and enhance reputation among key audiences*
- *Provide a seamless passenger experience through innovative solutions*

"Once we accept our limits, we go beyond them."

Albert Einstein

CVG



A Letter From The CEO

At the Cincinnati/Northern Kentucky International Airport, we are deeply committed to our Mission of becoming the airport of choice to work for, fly from and do business with. This means furthering our position as a leader in aviation and continuing to elevate the experience of flight.

To do this we must foster a culture of trust, collaboration and fun. A culture that appreciates individuality and diversity while encouraging innovation and continuous improvement. Fueled with passion and a greater purpose, CVG is more than capable of reaching new heights and greater achievements, becoming an essential part of people's lives.

So, with this book as our guide, we begin a journey of pushing forward. A journey that will prove to be some of our best work yet. And on behalf of the Cincinnati/Northern Kentucky International Airport, I invite you to take off with us.

A handwritten signature in black ink that reads "Candace A McGraw".

Candace McGraw
CEO





The CVG of Tomorrow

➤ **TAKE FLIGHT**
9,000,000 PASSENGERS BY 2021

➤ **GROW BUSINESS**
350 ACRES OF AIRPORT LAND LEASED FOR DEVELOPMENT BY 2021

➤ **PROPEL COMMUNITY**
\$5 BILLION ANNUAL ECONOMIC IMPACT BY 2021

➤ **ELEVATE SERVICES**
FUNCTIONALLY OBSOLETE TERMINAL FACILITIES DEMOLISHED AND STATE-OF-THE-ART CONSOLIDATED RENTAL CAR FACILITY CONSTRUCTED BY 2021

➤ **GO BEYOND**
AIRPORT SERVICE QUALITY RANKING SUPERIOR TO PEER AIRPORTS BY 2021

CVG

CINCINNATI/NORTHERN KENTUCKY
INTERNATIONAL AIRPORT

*“The limits of
the possible can only
be defined by
going beyond them
into the
impossible.”*

Arthur C. Clarke



Kenton County Airport Board,
PO Box 752000, Cincinnati, OH 45275

info@CVGairport.com

859 . 767 . 3151