

FOR IMMEDIATE RELEASE



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## **Southbank Shuttle draws nearly 600,000 riders a year**

*For conventions and tourism, "it gives us a decided edge"*

**(August 2007)** – The Transit Authority of Northern Kentucky released ridership numbers today for its popular Southbank Shuttle, and the statistics show the Southbank Shuttle is clearly the ride of choice for the region’s visitors and local tourists. TANK’s Southbank Shuttle ridership totaled **571,656 passengers** for fiscal year 2006-2007.

“The Southbank Shuttle is a key factor in the success of the Northern Kentucky Convention Center,” said Tom Caradonio, president of the Northern Kentucky Convention and Visitors Commission. “It gives us a decided edge when we compete against other cities to attract conventions.”

Few other regions offer such a convenient and inexpensive public transit service that shuttles people on a frequent schedule to and from hotels, restaurants and major attractions. “Look at your surrounding cities,” Caradonio said. “Lexington doesn’t have it. Louisville doesn’t have it. Cincinnati doesn’t have it.”

TANK coordinates its Southbank Shuttle service with the Northern Kentucky Convention Center so that typically buses are picking up conventioners as soon as they step out of the Convention Center in Covington. Southbank Shuttle takes them to Newport on the Levee, downtown Cincinnati or other riverfront destinations. The Northern Kentucky Convention and Visitors Bureau estimates the direct economic impact of visitors’ spending in Boone, Campbell and Kenton counties last year was \$263 million.

The Southbank Shuttle also attracts leisure tourists and weekend visitors. On the recent “Fusion” weekend of July 27-29, when area hotels were booked with visitors for the Macy’s Music Festival and the Cincinnati Reds games, **8,196 passengers** rode the Southbank Shuttle. When the Cincinnati Reds and the Bengals play teams from Cleveland, Pittsburgh, Chicago and St. Louis, the hotels in Northern Kentucky are busy and their guests are riding the Southbank Shuttle to the games and other attractions. The Shuttle is a popular choice for local Bengals and Reds fans, too. Even on a typical weekend, the Southbank Shuttle attracts an average of **3,582 passengers**.

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Caradonio sees another boon to the tourism industry from TANK's services. "A lot of people who are riding TANK to get to work are working in the hospitality industry," he said. Many hotels in Northern Kentucky employ Cincinnati residents who ride the Southbank Shuttle and TANK buses to their jobs on the south side of the Ohio River, Caradonio said. An estimated 68,000 people work in the hospitality industry in the region.

### **About Southbank Shuttle**

The Southbank Shuttle stops at specially marked Shuttle stops every 15 minutes. It services all events at Paul Brown Stadium, Great American Ball Park, US Bank Arena, downtown Cincinnati, MainStrasse Village, the Newport Riverfront, and Newport on the Levee. Fare on the Southbank Shuttle is only \$1.25 per person per trip. The Southbank Shuttle extends its hours to operate until 30 minutes after the end of a special event (such as concerts and ballgames). When there is no special event requiring an extended schedule, the Southbank Shuttle's regular hours are from 10 am to 10 pm on Sunday, 6 am to 10 pm Monday through Thursday, 6 am to midnight on Friday; and 10 am to midnight on Saturday.

### **About TANK**

The Transit Authority of Northern Kentucky is an integral part of the Northern Kentucky community, providing public transit service to Boone, Campbell, and Kenton Counties as well as downtown Cincinnati for more than 30 years. Close to 4 million passengers each year rely on the more than 100 TANK buses throughout the region to get them where they need to be. TANK is committed to providing safe, reliable, customer-oriented transportation for the people of our community. TANK's commitment extends to addressing current and future needs of the community. A major component of this commitment involves keeping abreast of advanced technologies and to providing services which will improve traffic flow, protect the environment and assist in the economic development of the Northern Kentucky region.

TANK is on the web at [www.tankbus.org](http://www.tankbus.org).

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**Editors: Please see accompanying press release on TANK's Riverfest Shuttle.**