



VISION Where CVG intends to go

The catalyst that transforms our region

MISSION

How we'll
achieve our
Vision

**To
redefine
and
elevate
the role
of an
airport**

Objectives

The path taken to
achieve our Mission

Strategies

The choices we make to achieve our Objectives

Measures

New Heights:
how we'll define
success by 2026

E L E V A T E	Fuel Performance via Operational Excellence	1. Develop and support employees to achieve high levels of performance 2. Ensure the safety and health of passengers and employees 3. Develop an environmental sustainability program 4. Manage assets and space strategically	Sustainability Management Plan Implemented
	Ensure Financial Sustainability	1. Provide a competitive cost structure for airline tenants 2. Maintain a strong financial position	Airline CPE Less Than Peer Airports
	Grow Air Service	1. Grow and diversify passenger carriers 2. Grow and diversify air cargo operations 3. Leverage aircraft maintenance and support services	Hangar Row Constructed
R E D E F I N E	Leverage Ventures, Partnerships & Collaborations	1. Establish new business ventures to commercialize non-aeronautical revenue 2. Partner with educational institutions, startups and established companies in innovation and workforce readiness 3. Engage regional economic development strategy to support aviation ecosystem 4. Optimize the local system of airports	Regional Aviation Development Plan Implemented
	Create a Customer- Centric CVG Brand and Experience	1. Evolve the CVG brand to reflect the airport's diversified business 2. Anticipate consumer trends and enhance reputation with our customers	ASQ Ranking Superior To Peer Airports