

Southern Lakes and Rivers									
County	Visitor Spending - 2025 (millions)						Percent Change (2025/2024)	Share of Region	Share of State
	Lodging*	F&B	Retail	Recreation	Transport**	Total			
Adair County	\$2.60	\$3.73	\$2.51	\$0.33	\$2.76	\$11.94	4.7%	4.6%	0.1%
Casey County	\$0.96	\$1.93	\$1.28	\$0.15	\$1.75	\$6.07	3.1%	2.3%	0.1%
Clinton County	\$2.98	\$2.15	\$1.41	\$1.77	\$1.60	\$9.91	2.0%	3.8%	0.1%
Cumberland County	\$3.37	\$2.07	\$2.06	\$2.25	\$1.55	\$11.30	0.8%	4.3%	0.1%
Green County	\$0.27	\$1.08	\$1.06	\$0.11	\$1.53	\$4.05	3.9%	1.5%	0.0%
McCreary County	\$3.23	\$3.13	\$1.90	\$1.16	\$2.28	\$11.70	2.3%	4.5%	0.1%
Pulaski County	\$29.70	\$33.06	\$24.97	\$10.12	\$12.78	\$110.62	4.6%	42.3%	1.1%
Russell County	\$13.42	\$11.63	\$7.84	\$5.20	\$4.21	\$42.30	1.4%	16.2%	0.4%
Taylor County	\$5.23	\$8.77	\$7.28	\$2.56	\$4.42	\$28.27	-2.7%	10.8%	0.3%
Wayne County	\$7.48	\$7.20	\$4.03	\$3.23	\$3.26	\$25.21	16.2%	9.6%	0.2%
Region Total	\$69.24	\$74.76	\$54.33	\$26.89	\$36.15	\$261.37	3.8%	100.0%	2.5%
State Total	\$2,381.37	\$2,738.41	\$1,911.75	\$1,401.50	\$1,950.00	\$10,383.04	2.6%		100.0%

Northern Kentucky									
County	Visitor Spending - 2025 (millions)						Percent Change (2025/2024)	Share of Region	Share of State
	Lodging*	F&B	Retail	Recreation	Transport**	Total			
Boone County	\$148.31	\$152.58	\$92.49	\$81.12	\$638.94	\$1,113.45	1.8%	59.8%	10.7%
Bracken County	\$0.88	\$0.70	\$0.38	\$0.23	\$0.96	\$3.15	2.7%	0.2%	0.0%
Campbell County	\$39.47	\$54.48	\$31.74	\$25.21	\$17.44	\$168.33	15.5%	9.0%	1.6%
Carroll County	\$9.20	\$9.43	\$6.83	\$3.51	\$4.67	\$33.64	-0.2%	1.8%	0.3%
Fleming County	\$0.89	\$1.63	\$4.22	\$0.30	\$1.77	\$8.81	3.2%	0.5%	0.1%
Gallatin County	\$1.98	\$2.03	\$1.56	\$0.35	\$3.94	\$9.86	-9.0%	0.5%	0.1%
Grant County	\$12.93	\$14.50	\$11.13	\$3.84	\$8.34	\$50.73	4.8%	2.7%	0.5%
Kenton County	\$109.68	\$125.96	\$75.54	\$52.54	\$50.50	\$414.21	1.1%	22.3%	4.0%
Lewis County	\$1.77	\$1.35	\$1.25	\$0.28	\$1.85	\$6.49	0.8%	0.3%	0.1%
Mason County	\$7.80	\$9.58	\$9.57	\$3.76	\$5.46	\$36.16	2.5%	1.9%	0.3%
Owen County	\$3.69	\$2.12	\$1.60	\$1.02	\$1.06	\$9.50	0.4%	0.5%	0.1%
Pendleton County	\$1.67	\$1.57	\$0.75	\$1.02	\$0.95	\$5.96	2.7%	0.3%	0.1%
Robertson County	\$0.15	\$0.17	\$0.00	\$0.00	\$0.11	\$0.43	1.3%	0.0%	0.0%
Region Total	\$338.40	\$376.09	\$237.05	\$173.17	\$736.00	\$1,860.72	2.8%	100.0%	17.9%
State Total	\$2,381.37	\$2,738.41	\$1,911.75	\$1,401.50	\$1,950.00	\$10,383.04	2.6%		100.0%

Western Lakes and Rivers									
County	Visitor Spending - 2025 (millions)						Percent Change (2025/2024)	Share of Region	Share of State
	Lodging*	F&B	Retail	Recreation	Transport**	Total			
Ballard County	\$0.66	\$0.52	\$0.65	\$0.11	\$1.07	\$3.01	-3.1%	0.5%	0.0%
Caldwell County	\$3.28	\$3.67	\$3.71	\$1.35	\$2.01	\$14.03	23.5%	2.2%	0.1%
Calloway County	\$16.32	\$19.83	\$13.78	\$5.23	\$7.64	\$62.80	2.5%	9.7%	0.6%
Carlisle County	\$0.27	\$0.18	\$0.21	\$0.14	\$0.56	\$1.34	3.2%	0.2%	0.0%
Christian County	\$34.27	\$35.10	\$33.68	\$13.56	\$23.69	\$140.30	1.2%	21.7%	1.4%
Crittenden County	\$1.07	\$0.75	\$0.90	\$0.18	\$1.36	\$4.26	2.4%	0.7%	0.0%
Fulton County	\$1.65	\$1.91	\$1.07	\$0.56	\$1.48	\$6.67	3.0%	1.0%	0.1%
Graves County	\$3.15	\$6.79	\$10.52	\$1.71	\$5.64	\$27.82	1.3%	4.3%	0.3%
Hickman County	\$0.19	\$0.14	\$0.84	\$0.03	\$0.80	\$2.00	-0.5%	0.3%	0.0%
Livingston County	\$7.80	\$5.73	\$2.25	\$5.05	\$2.62	\$23.44	-3.2%	3.6%	0.2%
Lyon County	\$10.36	\$9.37	\$3.00	\$4.48	\$3.97	\$31.18	-1.1%	4.8%	0.3%
Marshall County	\$16.46	\$18.51	\$11.30	\$8.73	\$9.19	\$64.19	-2.1%	9.9%	0.6%
McCracken County	\$59.79	\$67.28	\$52.07	\$29.22	\$31.51	\$239.87	1.9%	37.0%	2.3%
Todd County	\$0.32	\$0.22	\$0.68	\$0.00	\$0.87	\$2.09	0.8%	0.3%	0.0%
Trigg County	\$8.28	\$9.16	\$2.69	\$1.82	\$3.03	\$24.99	2.7%	3.9%	0.2%
Region Total	\$163.87	\$179.17	\$137.37	\$72.16	\$95.42	\$648.00	1.4%	100.0%	6.2%
State Total	\$2,381.37	\$2,738.41	\$1,911.75	\$1,401.50	\$1,950.00	\$10,383.04	2.6%		100.0%

Green River									
County	Visitor Spending - 2025 (millions)						Percent Change (2025/2024)	Share of Region	Share of State
	Lodging*	F&B	Retail	Recreation	Transport**	Total			
Daviess County	\$38.60	\$53.55	\$44.38	\$20.47	\$25.88	\$182.88	5.7%	48.9%	1.8%
Hancock County	\$0.92	\$0.93	\$0.63	\$0.24	\$1.27	\$3.99	-3.0%	1.1%	0.0%
Henderson County	\$11.56	\$15.89	\$16.56	\$8.51	\$13.26	\$65.78	4.4%	17.6%	0.6%
Hopkins County	\$13.90	\$16.56	\$15.01	\$4.25	\$10.17	\$59.88	0.7%	16.0%	0.6%
McLean County	\$0.21	\$0.18	\$0.62	\$0.00	\$0.86	\$1.86	-4.2%	0.5%	0.0%
Muhlenberg County	\$6.89	\$8.71	\$9.27	\$3.58	\$5.79	\$34.23	6.2%	9.2%	0.3%
Ohio County	\$2.05	\$3.57	\$5.47	\$0.44	\$3.71	\$15.25	1.0%	4.1%	0.1%
Union County	\$0.31	\$0.22	\$2.10	\$0.45	\$2.65	\$5.72	1.0%	1.5%	0.1%
Webster County	\$0.67	\$0.45	\$1.26	\$0.15	\$1.87	\$4.40	3.2%	1.2%	0.0%
Region Total	\$75.11	\$100.04	\$95.29	\$38.09	\$65.46	\$374.00	4.2%	100.0%	3.6%
State Total	\$2,381.37	\$2,738.41	\$1,911.75	\$1,401.50	\$1,950.00	\$10,383.04	2.6%		100.0%

Caves									
County	Visitor Spending - 2025 (millions)						Percent Change (2025/2024)	Share of Region	Share of State
	Lodging*	F&B	Retail	Recreation	Transport**	Total			
Allen County	\$3.27	\$3.84	\$2.03	\$0.58	\$2.54	\$12.26	4.1%	2.0%	0.1%
Barren County	\$22.56	\$25.81	\$17.89	\$10.17	\$11.54	\$87.97	-1.1%	14.2%	0.8%
Butler County	\$1.07	\$2.03	\$0.74	\$0.20	\$1.38	\$5.42	0.2%	0.9%	0.1%
Edmonson County	\$5.83	\$3.91	\$0.90	\$0.93	\$1.56	\$13.13	1.6%	2.1%	0.1%
Hart County	\$8.61	\$6.89	\$4.21	\$2.92	\$6.45	\$29.07	1.9%	4.7%	0.3%
Logan County	\$3.81	\$5.85	\$5.09	\$1.07	\$4.09	\$19.91	0.6%	3.2%	0.2%
Metcalfe County	\$0.23	\$0.17	\$0.44	\$0.00	\$0.84	\$1.68	-0.3%	0.3%	0.0%
Monroe County	\$0.66	\$1.16	\$1.19	\$0.14	\$1.39	\$4.55	-0.9%	0.7%	0.0%
Simpson County	\$15.90	\$16.92	\$13.00	\$15.49	\$13.41	\$74.73	2.5%	12.1%	0.7%
Warren County	\$100.88	\$107.73	\$71.73	\$48.65	\$42.40	\$371.39	3.5%	59.9%	3.6%
Region Total	\$162.81	\$174.32	\$117.22	\$80.15	\$85.61	\$620.11	2.4%	100.0%	6.0%
State Total	\$2,381.37	\$2,738.41	\$1,911.75	\$1,401.50	\$1,950.00	\$10,383.04	2.6%		100.0%

Louisville-Lincoln									
County	Visitor Spending - 2025 (millions)						Percent Change (2025/2024)	Share of Region	Share of State
	Lodging*	F&B	Retail	Recreation	Transport**	Total			
Breckinridge County	\$7.55	\$5.91	\$2.39	\$0.86	\$2.32	\$19.02	-7.2%	0.5%	0.2%
Bullitt County	\$31.94	\$34.12	\$21.28	\$16.66	\$23.32	\$127.32	0.5%	3.3%	1.2%
Grayson County	\$10.61	\$13.06	\$9.44	\$2.02	\$5.03	\$40.16	-5.5%	1.0%	0.4%
Hardin County	\$71.37	\$77.73	\$54.61	\$27.44	\$39.18	\$270.32	2.0%	7.0%	2.6%
Henry County	\$1.46	\$2.49	\$3.12	\$0.97	\$5.54	\$13.58	3.0%	0.4%	0.1%
Jefferson County	\$752.57	\$884.41	\$548.00	\$560.22	\$390.91	\$3,136.12	3.3%	81.3%	30.2%
Larue County	\$0.38	\$1.46	\$1.09	\$0.27	\$1.33	\$4.52	4.0%	0.1%	0.0%
Marion County	\$1.78	\$1.27	\$4.66	\$0.80	\$2.74	\$11.25	1.2%	0.3%	0.1%
Meade County	\$7.41	\$7.51	\$5.12	\$2.34	\$5.81	\$28.20	2.8%	0.7%	0.3%
Nelson County	\$15.46	\$18.57	\$15.93	\$5.47	\$11.16	\$66.59	6.3%	1.7%	0.6%
Oldham County	\$9.71	\$16.01	\$6.67	\$10.42	\$9.24	\$52.05	2.0%	1.3%	0.5%
Shelby County	\$13.59	\$20.15	\$12.92	\$8.18	\$16.18	\$71.01	4.6%	1.8%	0.7%
Spencer County	\$1.21	\$1.94	\$0.99	\$0.80	\$2.72	\$7.67	1.5%	0.2%	0.1%
Trimble County	\$0.72	\$1.05	\$0.30	\$0.05	\$0.89	\$3.02	-6.8%	0.1%	0.0%
Washington County	\$1.37	\$1.54	\$1.41	\$0.36	\$2.00	\$6.68	-1.5%	0.2%	0.1%
Region Total	\$927.13	\$1,087.22	\$687.93	\$636.86	\$518.37	\$3,857.50	3.0%	100.0%	37.2%
State Total	\$2,381.37	\$2,738.41	\$1,911.75	\$1,401.50	\$1,950.00	\$10,383.04	2.6%		100.0%

Bluegrass									
County	Visitor Spending - 2025 (millions)						Percent Change (2025/2024)	Share of Region	Share of State
	Lodging*	F&B	Retail	Recreation	Transport**	Total			
Anderson County	\$1.45	\$1.00	\$2.38	\$0.82	\$2.32	\$7.96	0.0%	0.4%	0.1%
Bourbon County	\$1.15	\$0.91	\$6.16	\$5.37	\$3.27	\$16.86	0.9%	0.9%	0.2%
Boyle County	\$12.94	\$17.53	\$16.19	\$6.11	\$7.09	\$59.85	1.5%	3.1%	0.6%
Clark County	\$8.53	\$12.23	\$11.77	\$3.34	\$7.56	\$43.43	3.6%	2.2%	0.4%
Fayette County	\$328.81	\$351.27	\$212.71	\$217.37	\$137.85	\$1,248.01	2.9%	64.1%	12.0%
Franklin County	\$32.95	\$37.28	\$20.07	\$13.40	\$15.44	\$119.15	6.0%	6.1%	1.1%
Garrard County	\$1.31	\$1.01	\$1.00	\$0.20	\$2.25	\$5.77	7.7%	0.3%	0.1%
Harrison County	\$1.07	\$2.62	\$1.39	\$0.52	\$2.26	\$7.86	1.6%	0.4%	0.1%
Jessamine County	\$8.43	\$6.29	\$19.36	\$12.71	\$10.39	\$57.18	2.4%	2.9%	0.6%
Lincoln County	\$0.16	\$1.69	\$1.43	\$0.23	\$2.95	\$6.46	2.1%	0.3%	0.1%
Madison County	\$32.93	\$50.19	\$39.06	\$16.21	\$39.07	\$177.45	-2.0%	9.1%	1.7%
Mercer County	\$7.19	\$7.71	\$5.25	\$7.41	\$3.86	\$31.41	-0.6%	1.6%	0.3%
Nicholas County	\$0.85	\$0.65	\$0.58	\$0.23	\$1.33	\$3.64	6.8%	0.2%	0.0%
Scott County	\$32.12	\$37.11	\$26.90	\$16.59	\$20.52	\$133.23	3.3%	6.8%	1.3%
Woodford County	\$5.02	\$8.15	\$4.59	\$5.05	\$5.63	\$28.45	4.2%	1.5%	0.3%
Region Total	\$474.91	\$535.63	\$368.83	\$305.57	\$261.77	\$1,946.71	2.6%	100.0%	18.7%
State Total	\$2,381.37	\$2,738.41	\$1,911.75	\$1,401.50	\$1,950.00	\$10,383.04	2.6%		100.0%

Eastern Highlands North									
County	Visitor Spending - 2025 (millions)						Percent Change (2025/2024)	Share of Region	Share of State
	Lodging*	F&B	Retail	Recreation	Transport**	Total			
Bath County	\$0.83	\$1.23	\$0.52	\$0.01	\$1.28	\$3.87	1.4%	0.9%	0.0%
Boyd County	\$21.26	\$32.61	\$30.51	\$11.26	\$16.07	\$111.72	2.7%	27.2%	1.1%
Carter County	\$4.87	\$6.22	\$8.79	\$1.96	\$6.07	\$27.91	2.7%	6.8%	0.3%
Elliott County	\$1.06	\$0.69	\$0.33	\$0.24	\$0.62	\$2.95	2.6%	0.7%	0.0%
Floyd County	\$5.29	\$8.74	\$13.86	\$2.73	\$7.45	\$38.07	2.2%	9.3%	0.4%
Greenup County	\$1.91	\$1.29	\$3.36	\$2.31	\$4.90	\$13.76	1.2%	3.4%	0.1%
Johnson County	\$4.05	\$3.40	\$7.11	\$1.27	\$4.49	\$20.32	-1.8%	5.0%	0.2%
Lawrence County	\$2.88	\$3.87	\$5.76	\$0.68	\$3.23	\$16.42	-0.4%	4.0%	0.2%
Magoffin County	\$1.42	\$1.65	\$0.75	\$0.43	\$1.29	\$5.54	0.5%	1.4%	0.1%
Martin County	\$1.41	\$1.58	\$1.15	\$0.28	\$2.04	\$6.47	-1.2%	1.6%	0.1%
Menifee County	\$3.41	\$2.22	\$0.23	\$0.00	\$0.61	\$6.48	1.6%	1.6%	0.1%
Montgomery County	\$7.16	\$5.16	\$11.47	\$3.71	\$8.04	\$35.54	1.4%	8.7%	0.3%
Morgan County	\$1.76	\$1.91	\$1.26	\$0.26	\$1.65	\$6.85	2.2%	1.7%	0.1%
Pike County	\$11.18	\$20.53	\$19.23	\$7.07	\$11.70	\$69.71	-11.4%	17.0%	0.7%
Rowan County	\$12.06	\$13.89	\$9.08	\$2.93	\$6.62	\$44.58	8.2%	10.9%	0.4%
Region Total	\$80.57	\$105.00	\$113.42	\$35.14	\$76.07	\$410.19	-0.1%	100.0%	4.0%
State Total	\$2,381.37	\$2,738.41	\$1,911.75	\$1,401.50	\$1,950.00	\$10,383.04	2.6%		100.0%

Eastern Highlands South									
County	Visitor Spending - 2025 (millions)						Percent Change (2025/2024)	Share of Region	Share of State
	Lodging*	F&B	Retail	Recreation	Transport**	Total			
Bell County	\$7.80	\$10.01	\$11.62	\$2.62	\$4.96	\$37.01	2.2%	9.2%	0.4%
Breathitt County	\$1.60	\$1.98	\$3.32	\$0.45	\$2.06	\$9.40	-3.5%	2.3%	0.1%
Clay County	\$1.67	\$2.87	\$3.23	\$0.46	\$3.10	\$11.33	1.7%	2.8%	0.1%
Estill County	\$1.07	\$1.99	\$1.93	\$0.22	\$1.56	\$6.76	1.7%	1.7%	0.1%
Harlan County	\$8.04	\$7.91	\$5.80	\$2.66	\$4.95	\$29.36	1.0%	7.3%	0.3%
Jackson County	\$0.47	\$0.46	\$0.57	\$0.07	\$1.37	\$2.93	0.1%	0.7%	0.0%
Knott County	\$0.72	\$0.78	\$1.11	\$0.20	\$1.56	\$4.37	2.0%	1.1%	0.0%
Knox County	\$1.35	\$1.01	\$6.71	\$0.44	\$4.90	\$14.42	0.7%	3.6%	0.1%
Laurel County	\$20.27	\$26.33	\$25.26	\$10.03	\$19.92	\$101.80	1.8%	25.2%	1.0%
Lee County	\$0.96	\$2.20	\$1.13	\$0.22	\$0.59	\$5.09	14.1%	1.3%	0.0%
Leslie County	\$0.68	\$0.88	\$0.81	\$0.19	\$1.59	\$4.15	0.9%	1.0%	0.0%
Letcher County	\$2.69	\$3.55	\$4.19	\$0.52	\$1.59	\$12.53	1.9%	3.1%	0.1%
Owsley County	\$0.14	\$0.11	\$0.17	\$0.00	\$0.39	\$0.80	16.1%	0.2%	0.0%
Perry County	\$10.24	\$11.54	\$10.73	\$2.70	\$8.21	\$43.42	1.2%	10.7%	0.4%
Powell County	\$2.96	\$4.51	\$3.67	\$1.50	\$2.26	\$14.90	-8.5%	3.7%	0.1%
Rockcastle County	\$3.25	\$3.78	\$2.18	\$1.34	\$3.11	\$13.67	2.4%	3.4%	0.1%
Whitley County	\$23.97	\$24.08	\$17.10	\$9.36	\$11.91	\$86.41	-1.6%	21.4%	0.8%
Wolfe County	\$1.48	\$2.18	\$0.79	\$0.51	\$1.13	\$6.07	-6.4%	1.5%	0.1%
Region Total	\$89.34	\$106.18	\$100.30	\$33.47	\$75.15	\$404.44	0.4%	100.0%	3.9%
State Total	\$2,381.37	\$2,738.41	\$1,911.75	\$1,401.50	\$1,950.00	\$10,383.04	2.6%		100.0%