

KENTUCKY DEPARTMENT OF TOURISM INDUSTRY UPDATE: Q2 2025

^12% VISITOR ARRIVALS | 3% 1-3 NIGHTS | -.3% 4+ NIGHTS | -2% ROOM DEMAND



HIGHEST OCCUPANCY:

NORTHERN KENTUCKY REGION: 70%
BLUEGRASS REGION: 65%
LOUISVILLE LINCOLN REGION: 61%

GREATEST OCCUPANCY RECOVERY:

GREEN RIVER REGION: ^3%
BLUEGRASS REGION: ^1%
EASTERN HIGHLANDS SOUTH REGION: ^1%

TOP ORIGIN STATES:

KENTUCKY: 44%
OHIO: 10%
TENNESSEE: 7%
INDIANA: 7%



HIGHEST OCCUPANCY WEEK: JUNE 22-28

3:9 REGIONS ALSO SAW THEIR STRONGEST WEEK

ROMP, CHURCHILL DOWNS, HOME GYM CONFERENCE USAWA, PRIDE FESTIVALS,



LOWEST OCCUPANCY WEEK: APRIL 13-19

5:9 REGIONS ALSO SAW THEIR LOWEST WEEK

HIGHEST AVERAGE ADR PER WEEK: \$234.70

LOWEST AVERAGE ADR PER WEEK: \$113.03

KY OCCUPANCY:

Q2 2025: 61%

Q2 2025: 64%

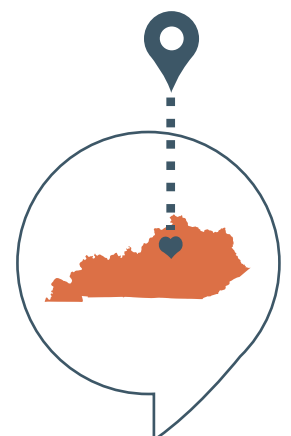
Q2: APRIL TO JUNE

2025 OCCUPANCY:

APRIL: 60%

MAY: 61%

JUNE: 64%



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