

KENTUCKY DEPARTMENT OF TOURISM INDUSTRY UPDATE: Q3 2025

^9% VISITOR ARRIVALS | -2% 1-3 NIGHTS | 1% 4+ NIGHTS | 0% ROOM DEMAND



HIGHEST OCCUPANCY:

NORTHERN KENTUCKY REGION: 70%
BLUEGRASS REGION: 64%
LOUISVILLE LINCOLN REGION: 62%

GREATEST OCCUPANCY RECOVERY:

SOUTHERN KENTUCKY REGION: ^4%
EASTERN HIGHLANDS NORTH REGION: ^3%
CAVE REGION: ^1%

TOP ORIGIN STATES:

KENTUCKY: 45%
OHIO: 10%
TENNESSEE: 8%
INDIANA: 8%



HIGHEST OCCUPANCY WEEK: SEPTEMBER 14-20 2:9 REGIONS ALSO SAW THEIR STRONGEST WEEK

LOUDER THAN LIFE, ARTS & EATS FEST, MOONSHINE MUSIC & MAKERS FEST



LOWEST OCCUPANCY WEEK: JUNE 29 - JULY 5 2:9 REGIONS ALSO SAW THEIR LOWEST WEEK

HIGHEST AVERAGE ADR PER WEEK: \$147.98
LOWEST AVERAGE ADR PER WEEK: \$102.73

KY OCCUPANCY:

Q3 2025: 61%

Q3 2025: 62%

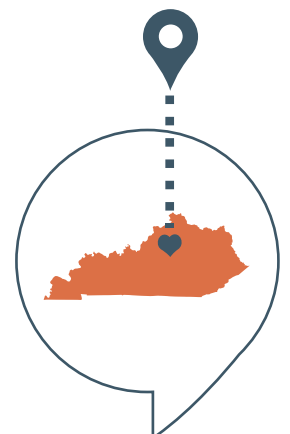
Q3: JULY TO SEPTEMBER

2025 OCCUPANCY:

JULY: 63%

AUGUST: 58%

SEPTEMBER: 62%



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