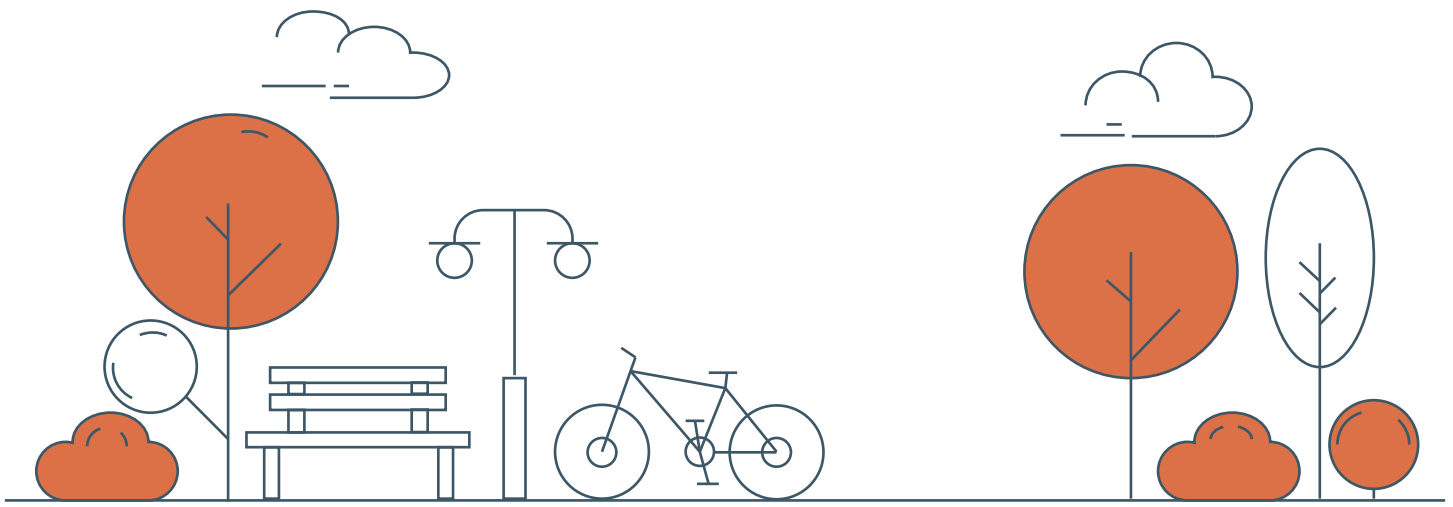




KENTUCKY DEPARTMENT OF TOURISM INDUSTRY UPDATE: Q1 2024

^11% VISITOR ARRIVALS | ^1% DAY TRIPS | -1% 1-3 NIGHTS | -1% 1-4 NIGHTS



HIGHEST OCCUPANCY:

LOUISVILLE LINCOLN REGION: 55%
NORTHERN KENTUCKY REGION: 54%
CAVE REGION: 51%

GREATEST OCCUPANCY RECOVERY:

EASTERN HIGHLANDS SOUTH: ^1%
SOUTHERN KENTUCKY REGION: ^0.3%

TOP ORIGIN MARKETS:

KENTUCKY: 46%
OHIO: 10%
TENNESSEE: 7%
INDIANA: 7%



HIGHEST OCCUPANCY WEEK: MARCH 17-23

7:9 REGIONS SAW THEIR STRONGEST WEEK

KHSAA BOYS SWEET 16 BASKETBALL, MID AMERICA TRUCKING SHOW



LOWEST OCCUPANCY WEEK: DEC. 31- JAN. 6

7:9 REGIONS SAW THEIR LOWEST WEEK

HIGHEST AVERAGE ADR PER WEEK: \$124.25

LOWEST AVERAGE ADR PER WEEK: \$97.15

KY OCCUPANCY:

Q1 2024: 51%

Q1 2023: 54%

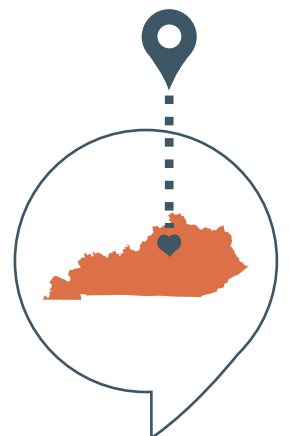
(Q1: JANUARY TO MARCH)

2024 OCCUPANCY:

JANUARY: 43%

FEBRUARY: 51%

MARCH: 59%



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