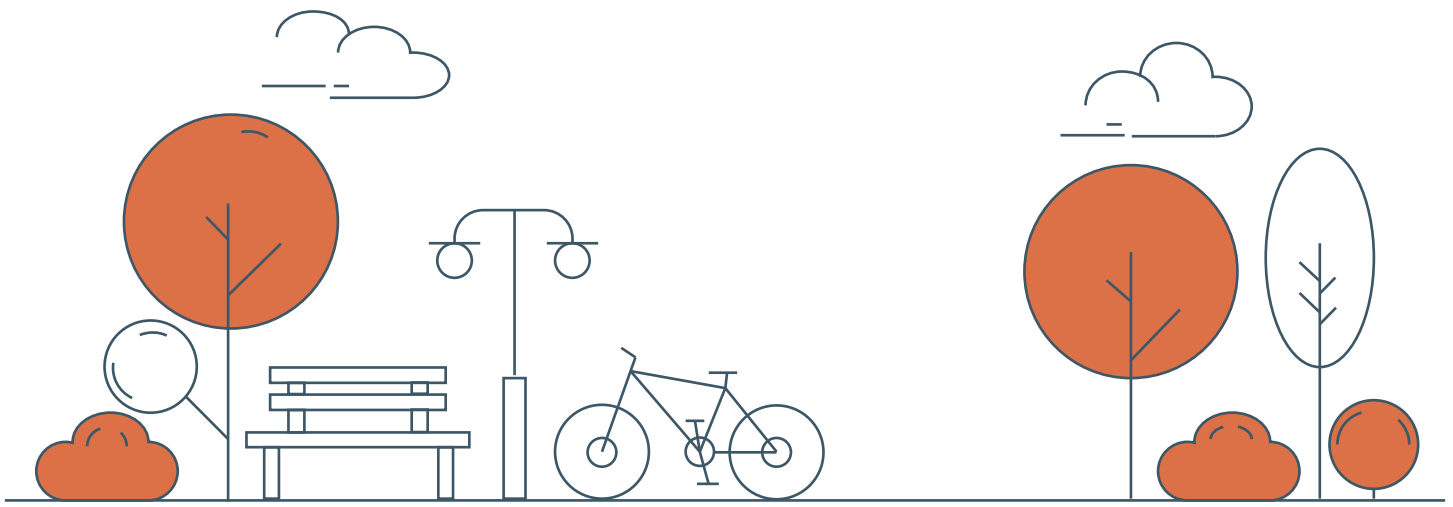




KENTUCKY DEPARTMENT OF TOURISM INDUSTRY UPDATE: Q2 2024

^4% VISITOR ARRIVALS | ^.4% DAY TRIPS | -.2% 1-3 NIGHTS | -.2% 4+ NIGHTS



HIGHEST OCCUPANCY:

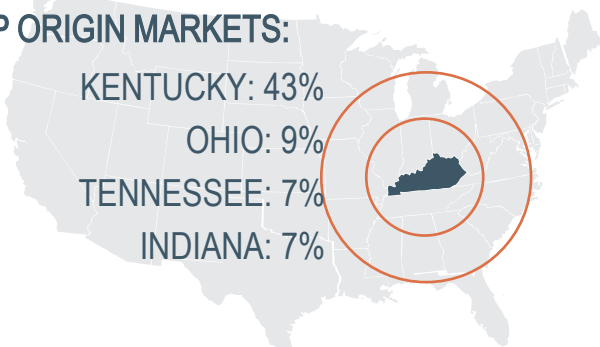
NORTHERN KENTUCKY REGION: 72%
LOUISVILLE LINCOLN REGION: 66%
BLUEGRASS REGION: 64%

GREATEST OCCUPANCY RECOVERY:

SOUTHERN KENTUCKY REGION: ^.4%
LOUISVILLE LINCOLN REGION: ^.3%

TOP ORIGIN MARKETS:

KENTUCKY: 43%
OHIO: 9%
TENNESSEE: 7%
INDIANA: 7%



HIGHEST OCCUPANCY WEEK: JUNE 2-8

1:9 REGIONS SAW THEIR STRONGEST WEEK

KHSAA STATE BASEBALL CHAMPIONSHIP, NKY PRIDE FESTIVAL



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:

Q2 2024: 64%

Q2 2023: 65%

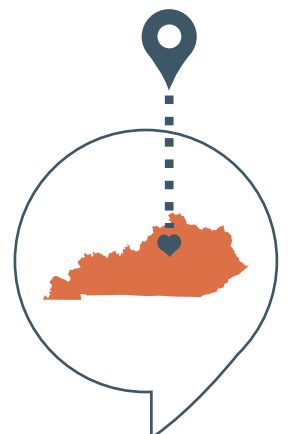
(Q2: APRIL TO JUNE)

2024 OCCUPANCY:

APRIL: 63%

MAY: 64%

JUNE: 65%



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