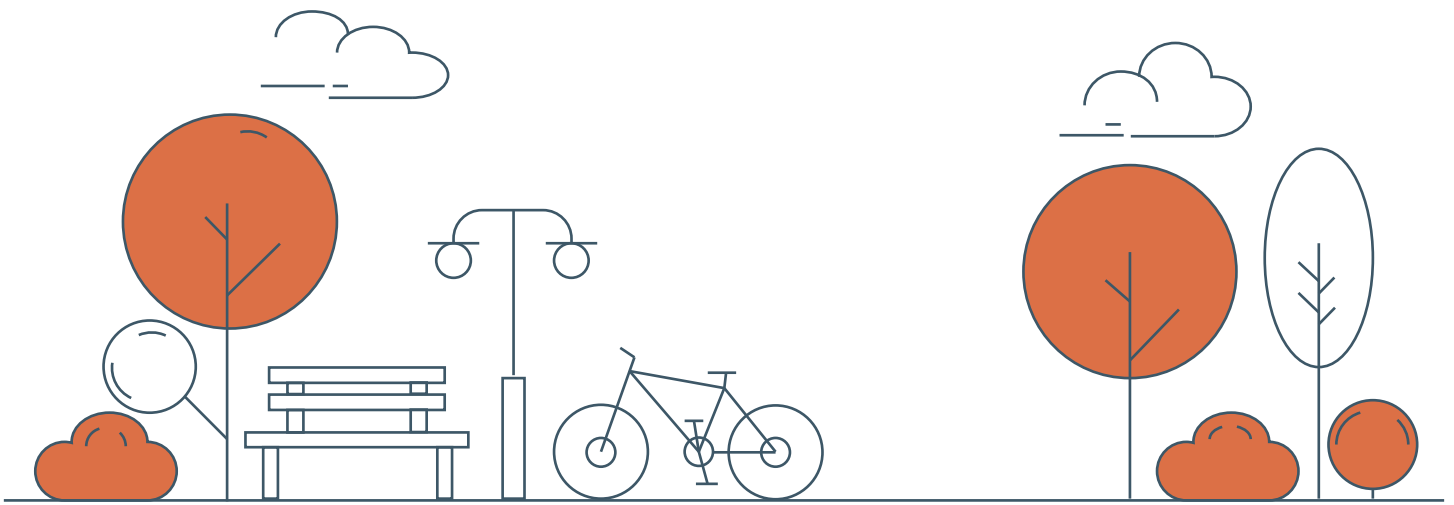




KENTUCKY DEPARTMENT OF TOURISM INDUSTRY UPDATE: Q3 2024

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



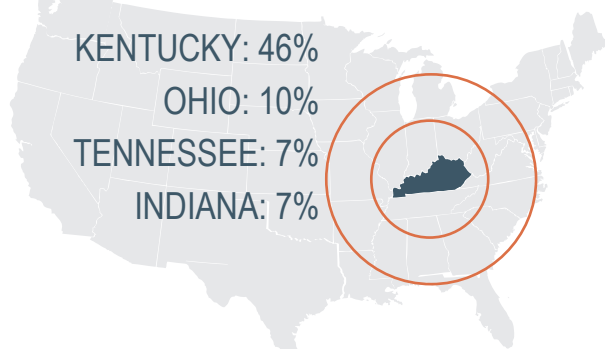
HIGHEST OCCUPANCY:

NORTHERN KENTUCKY REGION: 71%
BLUEGRASS REGION: 65%
LOUISVILLE LINCOLN REGION: 64%

GREATEST ADR RECOVERY:

CAVE REGION: ^5%
EASTERN HIGHLANDS NORTH REGION: ^5%
GREEN RIVER REGION: ^3%

TOP ORIGIN MARKETS:



HIGHEST OCCUPANCY WEEK: JULY 7-13 2:9 REGIONS SAW THEIR STRONGEST WEEK

BREYERFEST, BEREAFEST, USPC FESTIVAL, WINE FEST



LOWEST OCCUPANCY WEEK: JUNE 30-JULY 6 4:9 REGIONS SAW THEIR LOWEST WEEK

HIGHEST AVERAGE ADR PER WEEK: \$133.55
LOWEST AVERAGE ADR PER WEEK: \$103.35

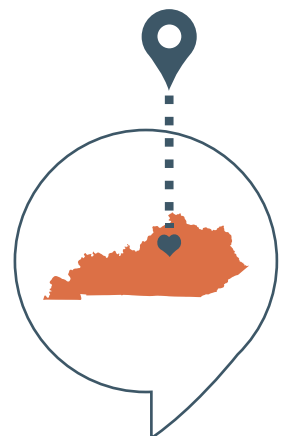
KY OCCUPANCY:

Q3 2024: 63%
Q3 2023: 64%

(Q3: JULY TO SEPTEMBER)

2024 OCCUPANCY:

JULY: 65%
AUGUST: 60%
SEPTEMBER: 62%



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