

KENTUCKY DEPARTMENT OF TOURISM INDUSTRY UPDATE: Q4 2024

^0% VISITOR ARRIVALS | ^1% DAY TRIPS | ^1% SHORT TERM OCCUPANCY



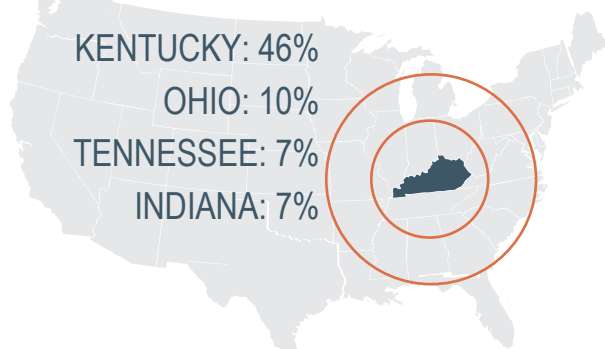
HIGHEST OCCUPANCY:

NORTHERN KENTUCKY REGION: 58%
BLUEGRASS REGION: 55%
LOUISVILLE LINCOLN REGION: 53%

GREATEST ADR RECOVERY:

GREEN RIVER REGION: ^5%
WESTERN KY REGION: ^4%
EASTERN HIGHLANDS NORTH REGION: ^3%

TOP ORIGIN MARKETS:



HIGHEST OCCUPANCY WEEK: OCTOBER 13-19

4:9 REGIONS SAW THEIR STRONGEST WEEK

EQUIP EXPO, KEENELAND, COURT DAYS, LIL WAYNE



LOWEST OCCUPANCY WEEK: DECEMBER 22-28

5:9 REGIONS SAW THEIR LOWEST WEEK

HIGHEST AVERAGE ADR PER WEEK: \$134.03
LOWEST AVERAGE ADR PER WEEK: \$91.52

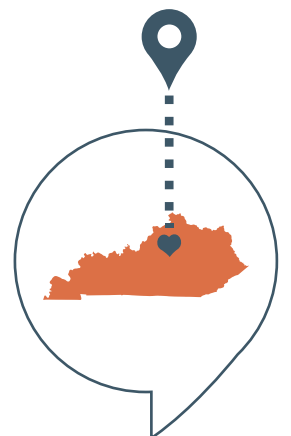
KY OCCUPANCY:

Q4 2024: 52%
Q4 2023: 54%

(Q4: OCTOBER TO DECEMBER)

2024 OCCUPANCY:

OCTOBER: 62%
NOVEMBER: 51%
DECEMBER: 42%



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