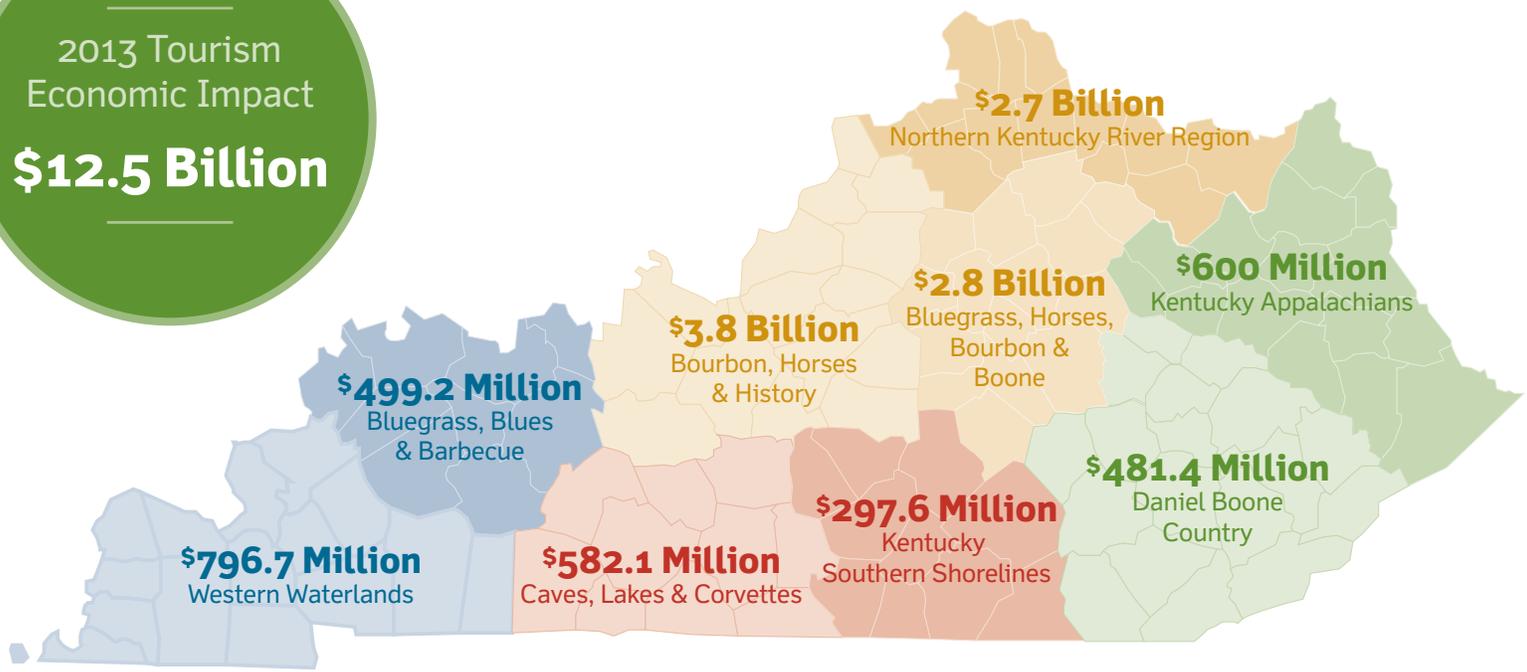


2014 Year in Review

2013 Tourism
Economic Impact
\$12.5 Billion



Supports over **175,700 jobs**

\$1.3 Billion in local and state tax revenue

20.5 million visitors to Kentucky SOURCE: TNS

\$151 : \$1 = Economic impact. For every \$1 Kentucky spends on advertising, **\$151** was spent by travelers in Kentucky.

\$15.69 : \$1 = For every \$1 spent on advertising, **\$15.69** was returned in tax revenue

Web and Social Media



Website

Total Visits

July 2013	2,465,087
Dec. 2014	3,946,069

Average session on site was **over 3 minutes**

Social Media

Facebook
(Kentucky Tourism)
July 2013 21,857
Dec. 2014 54,858

Twitter
July 2013 10,369
Dec. 2014 14,754

YouTube Views
June 2013 73,492
Dec. 2014 140,890

Promotion and Information

Distributed over 400,000
Official Kentucky Visitor's
Guides

Culinary Tourism



Launched a **new culinary website** to highlight and promote culinary tourism statewide.

Launched **"Bon Appétit Appalachia"** in Kentucky (a project in partnership with the Appalachian Regional Commission).

Welcome Centers (7)

Guests	
Via Auto:	606,166
Via Bus:	63,402
Total:	669,568

Tourism Marketing Incentives

Tourism Industry was awarded **\$4.6 million in Tourism Marketing Incentive Program matching funds** to 128 local and regional non-profit tourism organizations.

Tourism Development

Tourism Development projects representing over \$57 Million dollars of investment in Kentucky approved over the past year:

- Woodford Reserve's Visitor Center, Versailles
- Aloft Hotel, Covington
- Buffalo Trace Distillery, Frankfort
- Paducah Convention Hotel, Paducah
- Maker's Mark Distiller, Loretto

** Program has recent changes to provide additional incentives in enhanced incentive counties.*

Destination Marketing



Spring 2014 Advertising

10 TV Markets
7 Digital Campaigns
11 Print Publications

Fall 2014 Advertising

7 TV Markets
9 Digital Campaigns
13 Print Publications
1 Radio Co-op

Media Missions

New York, May 2014
San Francisco, September 2014
Attended national Whisky Fest event, meeting with consumers and media

Hosted editorial research trips

Individual journalists: 31
Brand USA : 5
Mississippi River Country: 6
LoftHouse:
February 2014: 10
October 2014: 8

Important Media Coverage

Fodor's Travel – world's largest publisher of English language travel information

Buzzfeed – global internet news media company

Lonely Planet Traveller – monthly travel magazine featuring the world's best destinations

Discover America – official USA travel guide for international travelers

Ultra Travel – the luxury travel magazine of Great Britain's newspaper The Telegraph

International Marketing

Over 85 meetings with international tour operators and journalists

Hosted two familiarization tours for UK tour operators and media

Conducted sales mission to the UK

Canada representative made 125 calls to in-market travel agents and media outlets

Participated in 3 Brand USA international marketing opportunities

Kentucky Film Office

• Direct contact and support of 142 projects, conservatively representing approximately \$9 million in investment in Kentucky:

- 39 Feature Films
- 60 Television Shows
- 15 Commercial Shoots
- 18 Documentaries
- 5 Photo Shoots

• General information provided to another 700 productions

• Reviewed and updated more than 600 cast and crew listed on www.filmoffice.ky.gov

