



# TOURISM, ARTS & HERITAGE CABINET ECONOMIC IMPACT OF KENTUCKY'S TRAVEL AND TOURISM INDUSTRY – 2014 AND 2015

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## EXECUTIVE SUMMARY

A detailed examination of the expenditure, employment, and tax impacts generated by the Kentucky tourism and travel industry, as well as the industry structure, has been conducted for the Kentucky Tourism, Arts & Heritage Cabinet. The major findings of the 2015 study follow:

- The tourism and travel industry contributed over \$13.7 billion to Kentucky's economy in 2015. Direct expenditures by tourists accounted for over \$8.7 billion of this total – an increase of 5.0 percent since 2014.
- The 2015 tourism industry generated over \$1.43 billion in tax revenues to government - \$1.25 billion to the state and nearly \$184.9 million locally. This is an increase from \$1.37 billion in tax revenues in 2014.
- All nine tourism regions showed gains in revenues between 2014 and 2015. The largest increase occurred in the Caves, Lakes & Corvettes Region for the second consecutive year. It increased by 6.9 percent between the two years.
- A total of 186,204 jobs in Kentucky resulted from the industry in 2015—up 6,241 jobs from 2014. Direct expenditures supported 130,313 of these jobs.
- The tourism-generated jobs provided nearly \$3.1 billion in wages to Kentucky workers— an increase of \$146 million from 2014 wages.

**KENTUCKY'S TOURISM AND TRAVEL INDUSTRY  
EXPENDITURES, 2014 AND 2015**

	<u>2014</u>	<u>2015</u>
Total Expenditures in Kentucky	\$13,075,154,260	\$13,726,266,898
Direct Expenditures	\$8,317,528,155	\$8,731,721,945
Indirect Expenditures <sup>1</sup>	\$4,757,626,105	\$4,994,544,953
Annual Change between 2014 and 2015 (direct expenditures only)		5.0%

<sup>1</sup>The indirect and induced expenditures resulting from the initial infusion of money into the Kentucky economy were calculated using the RIMS II input-output (I-O) model developed by the U.S. Department of Commerce, Bureau of Economic Analysis. The output from the Certec Model© served as data input for the I-O model. The latter model provided indirect expenditures resulting from the tourism industry.

**TAX REVENUES AND WAGES GENERATED BY  
KENTUCKY'S TOURISM AND TRAVEL INDUSTRY, 2014 AND 2015**

	<u>2014</u>	<u>2015</u>
Total State and Local Taxes <sup>1</sup>	\$1,368,882,094	\$1,437,049,277
State Taxes	1,192,791,147	1,252,189,405
Local Taxes	176,090,947	184,859,872
Wages <sup>1</sup>	\$2,932,564,896	\$3,078,599,889

<sup>1</sup>Based on analysis using the RIMS II input-output (I-O) model developed by the U.S. Department of Commerce, Bureau of Economic Analysis.

TABLE 3  
TRAVEL EXPENDITURES IN KENTUCKY BY REGION, 2014 AND 2015

<u>Location</u>	<u>Expenditures</u> <u>2014</u>	<u>Expenditures</u> <u>2015</u>	<u>Change</u> <u>(2014-2015)</u>
<b>STATE</b>	<b>\$8,317,528,155</b>	<b>\$8,731,721,945</b>	<b>5.0%</b>
WESTERN WATERLANDS	523,928,398	554,549,619	5.8
BLUEGRASS, BLUES & BARBEQUE	331,367,324	348,476,776	5.2
CAVES, LAKES & CORVETTES	395,099,286	422,534,980	6.9
BOURBON, HORSES & HISTORY	2,556,025,612	2,695,150,086	5.4
KENTUCKY'S SOUTHERN SHORELINES	193,867,294	199,381,752	2.8
NORTHERN KENTUCKY RIVER	1,782,114,545	1,858,599,125	4.3
BLUEGRASS, HORSES, BOURBON & BOONE	1,831,197,313	1,917,265,462	4.9
KENTUCKY APPALACHIANS	391,196,071	412,885,546	5.5
DANIEL BOONE COUNTRY	312,732,312	322,878,599	3.2

**TRAVEL EXPENDITURES IN KENTUCKY, 2014 AND 2015**

<b><u>Western Waterlands</u></b>	<b><u>2014 Direct Expenditures</u></b>	<b><u>2014 Total Expenditures</u></b>	<b><u>2015 Direct Expenditures</u></b>	<b><u>2015 Total Expenditures</u></b>
Ballard	3,491,266	5,488,270	3,677,699	5,781,343
Caldwell	4,663,512	7,331,041	4,963,842	7,803,160
Calloway	46,532,381	73,148,903	49,575,599	77,932,842
Carlisle	579,427	910,859	611,527	961,320
Christian	87,245,920	137,150,586	90,750,780	142,660,226
Crittenden	3,645,660	5,730,978	3,913,251	6,151,631
Fulton	4,862,418	7,643,721	5,088,034	7,998,389
Graves	20,298,681	31,909,527	21,240,539	33,390,127
Hickman	393,561	618,678	442,913	696,259
Livingston	15,748,217	24,756,197	16,447,438	25,855,373
Lyon	27,314,782	42,938,837	29,292,372	46,047,609
Marshall	78,601,472	123,561,514	84,528,023	132,878,052
McCracken	211,653,072	332,718,629	223,590,307	351,483,963
Todd	2,404,609	3,780,045	2,713,361	4,265,403
Trigg	16,493,420	25,927,656	17,713,934	27,846,304
<b>Regional Total</b>	<b>523,928,398</b>	<b>823,615,442</b>	<b>554,549,619</b>	<b>871,752,001</b>

<b><u>Bluegrass, Blues and Barbecue</u></b>	<b><u>2014 Direct Expenditures</u></b>	<b><u>2014 Total Expenditures</u></b>	<b><u>2015 Direct Expenditures</u></b>	<b><u>2015 Total Expenditures</u></b>
Daviess	179,370,863	281,970,997	185,828,214	292,121,952
Hancock	1,329,620	2,090,163	1,539,436	2,419,993
Henderson	56,571,761	88,930,808	59,596,513	93,685,718
Hopkins	51,757,735	81,363,159	56,354,802	88,589,749
McLean	1,396,284	2,194,958	1,438,481	2,261,292
Muhlenberg	24,438,436	38,417,221	26,364,960	41,445,717
Ohio	7,195,768	11,311,747	7,251,428	11,399,245
Union	6,277,906	9,868,868	6,983,123	10,977,469
Webster	3,028,951	4,761,511	3,119,819	4,904,355
<b>Regional Total</b>	<b>331,367,324</b>	<b>520,909,433</b>	<b>348,476,776</b>	<b>547,805,492</b>

**TRAVEL EXPENDITURES IN KENTUCKY, 2014 AND 2015**

<b><u>Caves, Lakes &amp; Corvettes</u></b>	<b><u>2014 Direct Expenditures</u></b>	<b><u>2014 Total Expenditures</u></b>	<b><u>2015 Direct Expenditures</u></b>	<b><u>2015 Total Expenditures</u></b>
Allen	8,420,367	13,236,817	8,546,673	13,435,370
Barren	75,223,215	118,250,894	84,701,339	133,150,505
Butler	3,434,489	5,399,017	3,489,440	5,485,400
Edmonson	3,650,556	5,738,674	3,738,170	5,876,403
Hart	14,167,703	22,271,629	15,074,436	23,697,013
Logan	15,472,853	24,323,325	15,859,674	24,931,408
Metcalfe	3,172,383	4,986,986	3,166,039	4,977,013
Monroe	3,695,796	5,809,791	3,762,321	5,914,369
Simpson	21,084,043	33,144,116	21,231,632	33,376,126
Warren	246,777,881	387,934,829	262,965,256	413,381,382
<b>Regional Total</b>	<b>395,099,286</b>	<b>621,096,078</b>	<b>422,534,980</b>	<b>664,224,989</b>

<b><u>Bourbon, Horses &amp; History</u></b>	<b><u>2014 Direct Expenditures</u></b>	<b><u>2014 Total Expenditures</u></b>	<b><u>2015 Direct Expenditures</u></b>	<b><u>2015 Total Expenditures</u></b>
Breckinridge	4,150,993	6,525,361	4,487,223	7,053,915
Bullitt	86,469,534	135,930,107	89,150,090	140,143,941
Grayson	17,682,806	27,797,371	19,645,597	30,882,878
Hardin	200,096,354	314,551,468	216,304,159	340,030,138
Henry	4,625,527	7,271,328	4,698,966	7,386,775
Jefferson	2,011,412,552	3,161,940,532	2,109,140,716	3,315,569,206
Larue	5,954,697	9,360,784	6,716,898	10,558,964
Marion	15,940,671	25,058,735	17,231,865	27,088,492
Meade	21,334,647	33,538,065	23,980,143	37,696,785
Nelson	56,967,307	89,552,607	61,581,659	96,806,368
Oldham	64,069,324	100,716,977	69,258,939	108,875,052
Shelby	58,925,274	92,630,531	63,698,221	100,133,603
Spencer	3,943,510	6,199,198	4,341,805	6,825,317
Trimble	584,686	919,126	655,433	1,030,341
Washington	3,867,730	6,080,072	4,258,372	6,694,161
<b>Regional Total</b>	<b>2,556,025,612</b>	<b>4,018,072,262</b>	<b>2,695,150,086</b>	<b>4,236,775,935</b>

**TRAVEL EXPENDITURES IN KENTUCKY, 2014 AND 2015**

<b><u>Kentucky's Southern Shorelines</u></b>	<b><u>2014 Direct Expenditures</u></b>	<b><u>2014 Total Expenditures</u></b>	<b><u>2015 Direct Expenditures</u></b>	<b><u>2015 Total Expenditures</u></b>
Adair	7,088,937	11,143,809	7,259,071	11,411,260
Casey	4,643,289	7,299,250	4,754,727	7,474,431
Clinton	6,540,825	10,282,177	6,645,479	10,446,693
Cumberland	5,271,655	8,287,042	5,403,446	8,494,217
Green	2,436,762	3,830,590	2,559,423	4,023,413
McCreary	4,685,760	7,366,015	4,751,362	7,469,141
Pulaski	77,433,168	121,724,940	79,762,404	125,386,499
Russell	29,692,217	46,676,165	30,286,061	47,609,688
Taylor	35,022,430	55,055,260	36,423,327	57,257,470
Wayne	21,052,251	33,094,139	21,536,452	33,855,303
<b>Regional Total</b>	<b>193,867,294</b>	<b>304,759,386</b>	<b>199,381,752</b>	<b>313,428,114</b>

<b><u>Northern Kentucky River</u></b>	<b><u>2014 Direct Expenditures</u></b>	<b><u>2014 Total Expenditures</u></b>	<b><u>2015 Direct Expenditures</u></b>	<b><u>2015 Total Expenditures</u></b>
Boone	920,110,846	1,446,414,250	942,485,488	1,481,587,187
Bracken	626,010	984,088	704,887	1,108,082
Campbell	79,137,962	124,404,876	88,555,380	139,209,057
Carroll	27,806,165	43,711,291	27,945,196	43,929,848
Fleming	16,772,227	26,365,941	17,359,255	27,288,749
Gallatin	5,428,986	8,534,366	5,966,455	9,379,267
Grant	16,861,603	26,506,440	19,323,397	30,376,380
Kenton	665,764,680	1,046,582,077	701,050,208	1,102,050,927
Lewis	2,684,418	4,219,905	3,041,446	4,781,153
Mason	38,361,690	60,304,577	41,967,689	65,973,207
Owen	2,678,722	4,210,951	3,163,570	4,973,132
Pendleton	3,283,114	5,161,055	3,949,586	6,208,749
Robertson	2,598,122	4,084,248	3,086,568	4,852,085
<b>Regional Total</b>	<b>1,782,114,545</b>	<b>2,801,484,065</b>	<b>1,858,599,125</b>	<b>2,921,717,825</b>

## TRAVEL EXPENDITURES IN KENTUCKY, 2014 AND 2015

<u>Bluegrass, Horses, Bourbon &amp; Boone</u>	<u>2014 Direct Expenditures</u>	<u>2014 Total Expenditures</u>	<u>2015 Direct Expenditures</u>	<u>2015 Total Expenditures</u>
Anderson	8,157,795	12,824,054	8,149,637	12,811,229
Bourbon	20,615,330	32,407,299	21,233,790	33,379,518
Boyle	50,804,791	79,865,131	53,091,007	83,459,063
Clark	52,704,126	82,850,886	56,604,231	88,981,851
Fayette	1,227,834,108	1,930,155,218	1,283,086,643	2,017,012,203
Franklin	104,350,148	164,038,433	110,089,406	173,060,546
Garrard	3,455,390	5,431,873	3,451,935	5,426,442
Harrison	10,053,202	15,803,634	10,306,486	16,201,796
Jessamine	65,279,166	102,618,849	67,041,703	105,389,557
Lincoln	7,346,137	11,548,127	7,426,945	11,675,158
Madison	112,659,147	177,100,179	120,545,287	189,497,191
Mercer	27,671,811	43,500,087	29,747,197	46,762,594
Nicholas	2,144,646	3,371,384	2,157,514	3,391,612
Scott	93,253,789	146,594,956	97,312,303	152,974,940
Woodford	44,867,727	70,532,067	47,021,378	73,917,606
<b>Regional Total</b>	<b>1,831,197,313</b>	<b>2,878,642,176</b>	<b>1,917,265,462</b>	<b>3,013,941,306</b>

<u>Kentucky Appalachians</u>	<u>2014 Direct Expenditures</u>	<u>2014 Total Expenditures</u>	<u>2015 Direct Expenditures</u>	<u>2015 Total Expenditures</u>
Bath	2,652,048	4,169,019	2,890,732	4,544,231
Boyd	110,734,470	174,074,587	111,731,082	175,641,261
Carter	20,686,298	32,518,860	22,299,829	35,055,331
Elliott	1,002,508	1,575,943	1,054,185	1,657,179
Floyd	44,978,404	70,706,051	49,012,967	77,048,384
Greenup	11,610,621	18,251,896	12,400,143	19,493,025
Johnson	28,211,594	44,348,626	29,509,327	46,388,662
Lawrence	14,508,946	22,808,063	14,826,745	23,307,643
Magoffin	4,003,567	6,293,607	4,278,612	6,725,978
Martin	4,275,261	6,720,710	4,659,607	7,324,902
Menifee	389,875	612,884	425,744	669,270
Montgomery	40,021,984	62,914,559	44,104,226	69,331,843
Morgan	3,077,400	4,837,673	3,374,474	5,304,673
Pike	65,633,831	103,176,382	69,440,594	109,160,614
Rowan	39,409,264	61,951,363	42,877,279	67,403,083
<b>Regional Total</b>	<b>391,196,071</b>	<b>614,960,224</b>	<b>412,885,546</b>	<b>649,056,078</b>

**TRAVEL EXPENDITURES IN KENTUCKY, 2014 AND 2015**

<b><u>Daniel Boone</u> <u>Country</u></b>	<b><u>2014 Direct</u> <u>Expenditures</u></b>	<b><u>2014 Total</u> <u>Expenditures</u></b>	<b><u>2015 Direct</u> <u>Expenditures</u></b>	<b><u>2015 Total</u> <u>Expenditures</u></b>
Bell	29,043,507	45,656,393	29,246,811	45,975,987
Breathitt	6,852,307	10,771,827	6,838,603	10,750,284
Clay	5,514,474	8,668,753	5,459,329	8,582,065
Estill	4,014,243	6,310,390	4,307,283	6,771,049
Harlan	21,744,621	34,182,544	21,788,110	34,250,909
Jackson	2,587,994	4,068,327	2,707,042	4,255,470
Knott	3,240,610	5,094,239	3,635,964	5,715,735
Knox	14,023,121	22,044,346	14,121,282	22,198,655
Laurel	97,310,244	152,971,704	101,899,691	160,186,314
Lee	2,126,758	3,343,264	2,120,378	3,333,234
Leslie	2,345,769	3,687,549	2,399,721	3,772,361
Letcher	8,912,139	14,009,883	9,001,261	14,149,982
Owsley	172,838	271,701	179,233	281,754
Perry	30,726,708	48,302,385	31,249,062	49,123,525
Powell	6,495,312	10,210,630	6,462,835	10,159,577
Rockcastle	11,807,605	18,561,555	12,563,292	19,749,495
Whitley	64,574,803	101,511,590	67,644,572	106,337,267
Wolfe	1,239,259	1,948,115	1,254,130	1,971,492
<b>Regional Total</b>	<b>312,732,312</b>	<b>491,615,194</b>	<b>322,878,599</b>	<b>507,565,158</b>

**KENTUCKY'S TOURISM AND TRAVEL INDUSTRY  
EMPLOYMENT, 2014 AND 2015**

	<u>2014</u>	<u>2015</u>
Total Employment Statewide	179,963	186,204
Employment from Direct Expenditures	125,938	130,313
Employment from Indirect Expenditures	54,025	55,891
Employment from Direct Expenditures by Region		
<b>WESTERN WATERLANDS</b>	10,635	11,108
<b>BLUEGRASS, BLUES &amp; BARBEQUE</b>	4,802	4,991
<b>CAVES, LAKES &amp; CORVETTES</b>	9,790	10,327
<b>BOURBON, HORSES &amp; HISTORY</b>	36,603	37,957
<b>KENTUCKY'S SOUTHERN SHORELINES</b>	8,377	8,536
<b>NORTHERN KENTUCKY RIVER</b>	16,058	16,443
<b>BLUEGRASS, HORSES, BOURBON &amp; BOONE</b>	25,950	26,796
<b>KENTUCKY APPALACHIANS</b>	6,047	6,320
<b>DANIEL BOONE COUNTRY</b>	7,676	7,835

**KENTUCKY'S TOURISM AND TRAVEL INDUSTRY EMPLOYMENT  
BY REGION AND COUNTY, 2014 AND 2015**

	<u>2014</u>	<u>2015</u>
<b>WESTERN WATERLANDS</b>	<b>10,635</b>	<b>11,108</b>
Ballard	66	69
Caldwell	75	80
Calloway	620	653
Carlisle	3	4
Christian	1,102	1,132
Crittenden	58	60
Fulton	71	74
Graves	138	143
Hickman	36	40
Livingston	448	462
Lyon	1,423	1,507
Marshall	2,452	2,573
McCracken	2,958	3,077
Todd	28	31
Trigg	1,157	1,203
<b>BLUEGRASS, BLUES &amp; BARBEQUE</b>	<b>4,802</b>	<b>4,991</b>
Daviess	2,006	2,052
Hancock	89	97
Henderson	1,046	1,079
Hopkins	769	826
McLean	10	11
Muhlenberg	526	561
Ohio	273	276
Union	70	75
Webster	13	14
<b>CAVE, LAKES &amp; CORVETTES</b>	<b>9,790</b>	<b>10,327</b>
Allen	255	256
Barren	2,246	2,516
Butler	74	75
Edmonson	1,706	1,735
Hart	516	541
Logan	192	194
Metcalfe	13	13
Monroe	64	65
Simpson	517	513
Warren	4,207	4,419

**KENTUCKY'S TOURISM AND TRAVEL INDUSTRY EMPLOYMENT  
BY REGION AND COUNTY, 2014 AND 2015**

	<u>2014</u>	<u>2015</u>
<b>BOURBON, HORSES &amp; HISTORY</b>	<b>36,603</b>	<b>37,957</b>
Breckinridge	194	202
Bullitt	1,677	1,674
Grayson	609	648
Hardin	3,340	3,588
Henry	23	24
Jefferson	26,086	26,853
Larue	271	293
Marion	234	237
Meade	537	594
Nelson	1,347	1,403
Oldham	684	720
Shelby	955	1,039
Spencer	372	391
Trimble	27	29
Washington	247	262
<b>KENTUCKY'S SOUTHERN SHORELINES</b>	<b>8,377</b>	<b>8,536</b>
Adair	365	372
Casey	93	95
Clinton	968	974
Cumberland	714	724
Green	14	15
McCreary	907	915
Pulaski	1,990	2,043
Russell	1,835	1,863
Taylor	736	770
Wayne	755	765

**KENTUCKY'S TOURISM AND TRAVEL INDUSTRY EMPLOYMENT  
BY REGION AND COUNTY, 2014 AND 2015**

	<u>2014</u>	<u>2015</u>
<b>NORTHERN KENTUCKY RIVER</b>	<b>16,058</b>	<b>16,443</b>
Boone	5,761	5,762
Bracken	98	103
Campbell	2,314	2,389
Carroll	826	810
Fleming	68	71
Gallatin	693	733
Grant	741	822
Kenton	4,615	4,731
Lewis	25	28
Mason	512	536
Owen	138	155
Pendleton	117	134
Robertson	150	169
<b>BLUEGRASS, HORSES, BOURBON &amp; BOONE</b>	<b>25,950</b>	<b>26,796</b>
Anderson	48	48
Bourbon	155	156
Boyle	801	821
Clark	776	810
Fayette	14,929	15,339
Franklin	1,990	2,068
Garrard	82	81
Harrison	113	114
Jessamine	421	427
Lincoln	29	29
Madison	3,662	3,858
Mercer	1,073	1,126
Nicholas	30	30
Scott	1,597	1,637
Woodford	244	252

**KENTUCKY'S TOURISM AND TRAVEL INDUSTRY EMPLOYMENT  
BY REGION AND COUNTY, 2014 AND 2015**

	<u>2014</u>	<u>2015</u>
<b>KENTUCKY APPALACHIANS</b>	<b>6,047</b>	<b>6,320</b>
Bath	89	93
Boyd	1,114	1,117
Carter	579	611
Elliott	38	40
Floyd	952	1,008
Greenup	204	208
Johnson	352	366
Lawrence	172	175
Magoffin	80	81
Martin	88	95
Menifee	53	54
Montgomery	550	602
Morgan	52	53
Pike	906	944
Rowan	818	873
<b>DANIEL BOONE COUNTRY</b>	<b>7,676</b>	<b>7,835</b>
Bell	1,299	1,299
Breathitt	94	94
Clay	91	90
Estill	33	35
Harlan	364	364
Jackson	54	55
Knott	56	62
Knox	88	88
Laurel	2,474	2,553
Lee	113	113
Leslie	19	20
Letcher	143	144
Owsley	26	27
Perry	488	492
Powell	315	313
Rockcastle	612	640
Whitley	1,193	1,231
Wolfe	214	215