

KENTUCKY DEPARTMENT OF TOURISM INDUSTRY UPDATE: Q2

^22% VISITOR ARRIVALS | 39% OVERNIGHT | 4% 4+ NIGHTS | ^6% OCCUPANCY



HIGHEST OCCUPANCY:

NORTHERN KENTUCKY: 72%
CAVE REGION: 66%
LOUISVILLE LINCOLN REGION: 53%

GREATEST OCCUPANCY RECOVERY:

LOUISVILLE LINCOLN REGION: 12%
E. HIGHLAND NORTH REGION: 9%
CAVE REGION: 6%

DERBY WEEK MAY 1-7:

KENTUCKY OCCUPANCY: 66%
KENTUCKY ADR: \$203.16

DERBY WEEK OCCUPANCY:

LOUISVILLE LINCOLN REGION: 71%
LOUISVILLE LINCOLN REGION ADR: \$364.66
NORTHERN KENTUCKY REGION: 69%
NORTHERN KENTUCKY REGION ADR: \$115.62
BLUEGRASS REGION: 68%
BLUEGRASS REGION ADR: \$130.05

HIGHEST OCCUPANCY WEEK- June 12-18

3:9 REGIONS SAW THEIR STRONGEST WEEK
(SUMMER BREAK FOR 99% OF SURVEYED SCHOOLS IN SURROUNDING STATES)



LOWEST OCCUPANCY WEEK- April 10-16

5:9 REGIONS SAW THEIR LOWEST WEEK

HIGHEST AVERAGE ADR PER WEEK: \$203.16

LOWEST AVERAGE ADR PER WEEK: \$102.02

KY OCCUPANCY:

Q2: 2022: 64.8

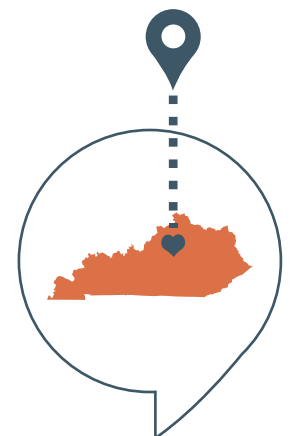
Q2: 2021: 88.1
(Q2: APR-JUN)

2022 OCCUPANCY:

APRIL: 64%

MAY: 63%

JUNE: 68%



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