

KENTUCKY DEPARTMENT OF TOURISM INDUSTRY UPDATE: Q4 2022

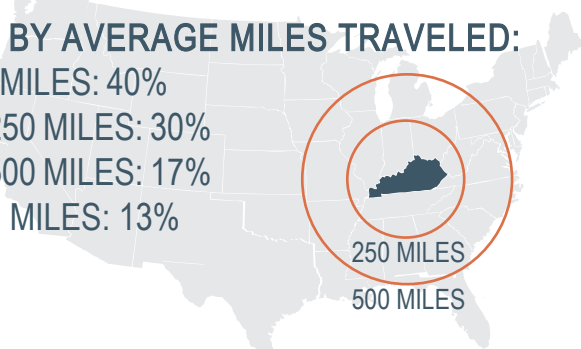
^3% VISITOR ARRIVALS | ^16% 1-3 NIGHTS | ^10% >500 MILES | ^1% OCCUPANCY



HIGHEST OCCUPANCY:
 NORTHERN KENTUCKY REGION: 64%
 BLUEGRASS REGION: 59%
 LOUISVILLE LINCOLN REGION: 55%

GREATEST OCCUPANCY RECOVERY:
 LOUISVILLE LINCOLN REGION: 3%
 BLUEGRASS REGION: 3%
 EASTERN HIGHLANDS SOUTH REGION: 2%

TRIP BY AVERAGE MILES TRAVELED:
 <100 MILES: 40%
 100-250 MILES: 30%
 250-500 MILES: 17%
 > 500 MILES: 13%



HIGHEST OCCUPANCY WEEK- OCT 16-22
 4:9 REGIONS SAW THEIR STRONGEST WEEK
 KEENLAND, HARDSCAPE EQUIPMENT EXPO, BOW WOW, LUKE COMBS

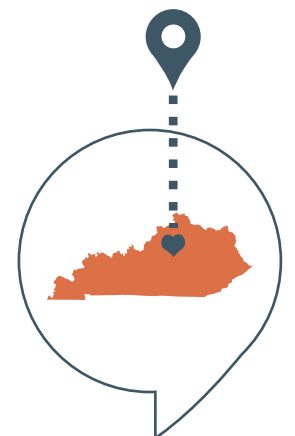


LOWEST OCCUPANCY WEEK- DEC 18-24
 9:9 REGIONS SAW THEIR LOWEST WEEK

HIGHEST AVERAGE ADR PER WEEK: \$92.72
 LOWEST AVERAGE ADR PER WEEK: \$34.31

KY OCCUPANCY:
 Q4: 2022: 55.6
 Q4: 2021: 54.6
 (Q4:OCTOBER TO DECEMBER)

2022 OCCUPANCY:
 OCTOBER: 65%
 NOVEMBER: 56%
 DECEMBER: 46%



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