

TEAM
KENTUCKY®

Department of Tourism

2023 - Regional Economic Impact

Bluegrass, Blues & BBQ Region	Millions						
	Employment Direct	Employment Total	Labor Income Direct	Labor Income Total	State & Local Taxes	Spending Direct	Spending Total
Daviess County, Kentucky	1,489	2,017	\$ 38.6	\$ 59.1	\$ 19.1	\$ 172.8	\$ 250.3
Hancock County, Kentucky	45	61	\$ 1.9	\$ 2.3	\$ 0.6	\$ 4.1	\$ 8.0
Henderson County, Kentucky	443	609	\$ 11.7	\$ 17.8	\$ 7.2	\$ 64.1	\$ 95.7
Hopkins County, Kentucky	442	602	\$ 10.2	\$ 15.4	\$ 6.7	\$ 59.0	\$ 87.0
McLean County, Kentucky	9	13	\$ 0.3	\$ 0.4	\$ 0.3	\$ 1.9	\$ 3.8
Muhlenberg County, Kentucky	253	360	\$ 5.4	\$ 8.7	\$ 3.5	\$ 31.9	\$ 44.8
Ohio County, Kentucky	91	157	\$ 2.1	\$ 3.8	\$ 1.7	\$ 15.2	\$ 25.6
Union County, Kentucky	36	50	\$ 1.0	\$ 1.4	\$ 0.7	\$ 5.5	\$ 10.4
Webster County, Kentucky	34	45	\$ 0.7	\$ 1.0	\$ 0.6	\$ 4.1	\$ 8.0
TOTALS-Bluegrass, Blues & BBQ Region	2,841	3,914	\$ 71.7	\$ 109.9	\$ 40.2	\$ 358.7	\$ 533.7

Bluegrass, Horses, Bourbon & Boone Region	Millions						
	Employment Direct	Employment Total	Labor Income Direct	Labor Income Total	State & Local Taxes	Spending Direct	Spending Total
Anderson County, Kentucky	46	89	\$ 1.2	\$ 2.2	\$ 0.9	\$ 7.8	\$ 14.5
Bourbon County, Kentucky	100	171	\$ 4.1	\$ 5.7	\$ 1.8	\$ 16.4	\$ 28.4
Boyle County, Kentucky	511	671	\$ 12.7	\$ 18.9	\$ 6.3	\$ 55.9	\$ 79.4
Clark County, Kentucky	306	439	\$ 8.0	\$ 13.2	\$ 4.9	\$ 42.7	\$ 65.1
Fayette County, Kentucky	8,749	11,583	\$ 283.5	\$ 425.7	\$ 126.2	\$ 1,171.1	\$ 1,610.2
Franklin County, Kentucky	867	1,220	\$ 22.9	\$ 36.8	\$ 12.0	\$ 108.2	\$ 159.8
Garrard County, Kentucky	35	53	\$ 0.8	\$ 1.4	\$ 0.6	\$ 5.3	\$ 8.9
Harrison County, Kentucky	59	96	\$ 1.3	\$ 2.1	\$ 0.9	\$ 7.8	\$ 14.4
Jessamine County, Kentucky	365	521	\$ 10.8	\$ 17.9	\$ 5.8	\$ 52.6	\$ 82.1
Lincoln County, Kentucky	48	84	\$ 1.1	\$ 1.8	\$ 0.7	\$ 6.1	\$ 11.1
Madison County, Kentucky	1,390	1,777	\$ 37.6	\$ 51.9	\$ 18.1	\$ 163.2	\$ 220.4
Mercer County, Kentucky	320	411	\$ 8.5	\$ 13.1	\$ 3.3	\$ 32.8	\$ 46.2
Nicholas County, Kentucky	20	32	\$ 0.4	\$ 0.6	\$ 0.3	\$ 2.9	\$ 4.3
Scott County, Kentucky	949	1,241	\$ 24.1	\$ 36.6	\$ 13.8	\$ 123.6	\$ 178.9
Woodford County, Kentucky	172	274	\$ 5.7	\$ 9.6	\$ 2.4	\$ 21.4	\$ 38.1
TOTALS-Bluegrass, Horses, Bourbon & Boone Region	13,938	18,663	\$ 422.7	\$ 637.5	\$ 198.0	\$ 1,817.8	\$ 2,562.0

Bourbon, Horses & History Region							
Breckinridge County, Kentucky	101	148	\$ 2.8	\$ 4.6	\$ 1.3	\$ 20.3	\$ 27.1
Bullitt County, Kentucky	845	1,066	\$ 22.5	\$ 32.1	\$ 13.8	\$ 124.7	\$ 170.7
Grayson County, Kentucky	254	358	\$ 5.4	\$ 8.7	\$ 3.3	\$ 38.9	\$ 51.4
Hardin County, Kentucky	1,964	2,588	\$ 48.6	\$ 73.6	\$ 28.5	\$ 254.2	\$ 356.6
Henry County, Kentucky	69	87	\$ 1.5	\$ 2.1	\$ 1.4	\$ 12.7	\$ 17.5
Jefferson County, Kentucky	18,701	27,254	\$ 719.5	\$ 1,222.4	\$ 302.4	\$ 2,867.3	\$ 4,194.9
Larue County, Kentucky	40	64	\$ 1.0	\$ 1.5	\$ 0.5	\$ 4.4	\$ 7.9
Marion County, Kentucky	67	120	\$ 1.5	\$ 2.6	\$ 1.2	\$ 10.5	\$ 20.6
Meade County, Kentucky	204	253	\$ 4.8	\$ 6.6	\$ 2.9	\$ 27.4	\$ 37.1
Nelson County, Kentucky	437	606	\$ 11.1	\$ 18.0	\$ 6.6	\$ 59.8	\$ 87.1
Oldham County, Kentucky	291	465	\$ 9.8	\$ 16.5	\$ 5.5	\$ 50.4	\$ 82.9
Shelby County, Kentucky	372	521	\$ 11.2	\$ 17.6	\$ 7.0	\$ 62.3	\$ 91.1
Spencer County, Kentucky	48	65	\$ 1.2	\$ 1.8	\$ 0.8	\$ 7.4	\$ 11.0
Trimble County, Kentucky	33	46	\$ 0.8	\$ 1.3	\$ 0.3	\$ 3.2	\$ 5.5
Washington County, Kentucky	51	85	\$ 1.0	\$ 1.8	\$ 0.7	\$ 6.6	\$ 11.8
TOTALS-Bourbon, Horses & History Region	23,477	33,725	\$ 842.6	\$ 1,411.1	\$ 376.1	\$ 3,550.0	\$ 5,173.2

Caves, Lakes & Corvettes Region							
Allen County, Kentucky	115	159	\$ 2.5	\$ 3.8	\$ 1.1	\$ 11.8	\$ 18.8
Barren County, Kentucky	788	987	\$ 18.8	\$ 25.9	\$ 9.7	\$ 90.1	\$ 121.1
Butler County, Kentucky	47	79	\$ 1.2	\$ 1.9	\$ 0.6	\$ 5.5	\$ 9.6
Edmonson County, Kentucky	100	129	\$ 2.9	\$ 4.0	\$ 0.9	\$ 12.8	\$ 16.2
Hart County, Kentucky	233	282	\$ 5.7	\$ 7.4	\$ 2.9	\$ 28.1	\$ 38.1
Logan County, Kentucky	151	242	\$ 3.7	\$ 6.0	\$ 2.2	\$ 19.4	\$ 33.6
Metcalfe County, Kentucky	10	15	\$ 0.3	\$ 0.5	\$ 0.2	\$ 1.6	\$ 3.3
Monroe County, Kentucky	37	69	\$ 0.7	\$ 1.3	\$ 0.5	\$ 4.4	\$ 8.7
Simpson County, Kentucky	382	476	\$ 11.4	\$ 16.0	\$ 6.7	\$ 62.4	\$ 80.9
Warren County, Kentucky	2,994	4,023	\$ 81.7	\$ 127.4	\$ 39.3	\$ 355.9	\$ 477.3
TOTALS-Caves, Lakes & Corvettes Region	4,858	6,462	\$ 128.8	\$ 194.3	\$ 64.2	\$ 592.0	\$ 807.6

Daniel Boone Country Region

Bell County, Kentucky	293	389	\$ 5.8	\$ 8.6	\$ 3.9	\$ 35.9	\$ 48.6
Breathitt County, Kentucky	76	110	\$ 1.9	\$ 3.0	\$ 1.1	\$ 10.1	\$ 14.3
Clay County, Kentucky	78	117	\$ 1.9	\$ 3.1	\$ 1.2	\$ 10.8	\$ 16.8
Estill County, Kentucky	51	75	\$ 1.1	\$ 1.6	\$ 0.7	\$ 6.6	\$ 9.9
Harlan County, Kentucky	213	304	\$ 4.0	\$ 6.1	\$ 3.0	\$ 28.8	\$ 38.4
Jackson County, Kentucky	19	34	\$ 0.5	\$ 0.8	\$ 0.3	\$ 2.9	\$ 5.0
Knott County, Kentucky	20	37	\$ 0.5	\$ 0.9	\$ 0.4	\$ 4.1	\$ 7.1
Knox County, Kentucky	61	108	\$ 1.5	\$ 2.6	\$ 1.6	\$ 14.0	\$ 24.1
Laurel County, Kentucky	742	964	\$ 17.9	\$ 26.7	\$ 11.0	\$ 99.0	\$ 139.1
Lee County, Kentucky	44	58	\$ 1.5	\$ 2.4	\$ 0.4	\$ 4.0	\$ 6.2
Leslie County, Kentucky	52	68	\$ 1.5	\$ 2.1	\$ 0.4	\$ 3.9	\$ 6.2
Letcher County, Kentucky	104	150	\$ 2.4	\$ 3.8	\$ 1.2	\$ 12.1	\$ 17.9
Owsley County, Kentucky	4	8	\$ 0.1	\$ 0.2	\$ 0.1	\$ 0.7	\$ 1.3
Perry County, Kentucky	275	378	\$ 6.3	\$ 10.2	\$ 4.7	\$ 42.5	\$ 59.3
Powell County, Kentucky	132	172	\$ 3.5	\$ 5.1	\$ 1.6	\$ 14.7	\$ 18.8
Rockcastle County, Kentucky	116	156	\$ 2.3	\$ 3.5	\$ 1.6	\$ 15.1	\$ 21.3
Whitley County, Kentucky	635	813	\$ 12.9	\$ 19.5	\$ 9.6	\$ 89.1	\$ 116.8
Wolfe County, Kentucky	45	59	\$ 1.4	\$ 2.2	\$ 0.6	\$ 6.1	\$ 8.3
TOTALS-Daniel Boone Country Region	2,961	3,999	\$ 67.1	\$ 102.5	\$ 43.6	\$ 400.3	\$ 559.4

Kentucky Appalachian Region

Bath County, Kentucky	38	55	\$ 1.0	\$ 1.6	\$ 0.4	\$ 3.6	\$ 6.1
Boyd County, Kentucky	786	1,113	\$ 20.1	\$ 32.4	\$ 12.0	\$ 106.5	\$ 154.3
Carter County, Kentucky	213	274	\$ 4.3	\$ 6.4	\$ 3.1	\$ 28.1	\$ 37.3
Elliott County, Kentucky	24	35	\$ 0.6	\$ 1.0	\$ 0.2	\$ 2.7	\$ 4.1
Floyd County, Kentucky	258	367	\$ 6.7	\$ 10.0	\$ 4.0	\$ 37.3	\$ 54.8
Greenup County, Kentucky	100	182	\$ 2.5	\$ 4.4	\$ 1.3	\$ 11.2	\$ 22.0
Johnson County, Kentucky	122	174	\$ 3.0	\$ 4.7	\$ 2.1	\$ 20.0	\$ 27.5
Lawrence County, Kentucky	129	174	\$ 3.2	\$ 4.7	\$ 1.7	\$ 16.2	\$ 21.4
Magoffin County, Kentucky	62	76	\$ 1.3	\$ 1.8	\$ 0.5	\$ 5.4	\$ 7.8
Martin County, Kentucky	40	69	\$ 0.9	\$ 1.5	\$ 0.7	\$ 6.4	\$ 10.4
Menifee County, Kentucky	39	56	\$ 1.1	\$ 1.8	\$ 0.3	\$ 6.1	\$ 7.8
Montgomery County, Kentucky	229	322	\$ 5.5	\$ 9.0	\$ 3.7	\$ 32.6	\$ 48.5
Morgan County, Kentucky	49	79	\$ 1.2	\$ 1.9	\$ 0.7	\$ 6.8	\$ 10.7
Pike County, Kentucky	582	835	\$ 14.4	\$ 24.2	\$ 7.7	\$ 70.6	\$ 103.2
Rowan County, Kentucky	273	383	\$ 5.6	\$ 9.4	\$ 4.3	\$ 40.7	\$ 55.8
TOTALS-Kentucky Appalachian Region	2,943	4,193	\$ 71.2	\$ 114.8	\$ 42.8	\$ 394.4	\$ 571.6

Northern Kentucky River Region

Boone County, Kentucky	5,020	6,660	\$ 302.8	\$ 385.5	\$ 62.1	\$ 1,065.2	\$ 1,330.5
Bracken County, Kentucky	29	47	\$ 0.6	\$ 1.0	\$ 0.3	\$ 3.0	\$ 5.1
Campbell County, Kentucky	1,126	1,505	\$ 31.8	\$ 47.8	\$ 15.8	\$ 144.0	\$ 199.6
Carroll County, Kentucky	232	317	\$ 5.9	\$ 9.4	\$ 3.7	\$ 33.4	\$ 47.4
Fleming County, Kentucky	52	83	\$ 1.4	\$ 2.5	\$ 0.9	\$ 8.0	\$ 13.4
Gallatin County, Kentucky	46	61	\$ 1.3	\$ 2.2	\$ 1.1	\$ 10.7	\$ 15.3
Grant County, Kentucky	327	396	\$ 9.4	\$ 11.7	\$ 4.7	\$ 44.6	\$ 56.3
Kenton County, Kentucky	3,480	4,719	\$ 103.9	\$ 159.8	\$ 45.2	\$ 405.0	\$ 577.0
Lewis County, Kentucky	42	62	\$ 0.9	\$ 1.4	\$ 0.6	\$ 6.2	\$ 9.0
Mason County, Kentucky	380	484	\$ 7.7	\$ 11.1	\$ 3.9	\$ 35.3	\$ 50.2
Owen County, Kentucky	59	77	\$ 1.6	\$ 2.2	\$ 0.7	\$ 9.5	\$ 12.4
Pendleton County, Kentucky	47	74	\$ 1.0	\$ 1.6	\$ 0.5	\$ 5.9	\$ 9.7
Robertson County, Kentucky	3	4	\$ 0.1	\$ 0.1	\$ 0.0	\$ 0.4	\$ 0.7
TOTALS-Northern Kentucky River Region	10,842	14,489	\$ 468.4	\$ 636.4	\$ 139.5	\$ 1,771.2	\$ 2,326.6

Southern Kentucky Vacations Region

Adair County, Kentucky	85	122	\$ 1.9	\$ 3.1	\$ 1.1	\$ 10.7	\$ 17.1
Casey County, Kentucky	58	92	\$ 1.3	\$ 2.3	\$ 0.6	\$ 5.6	\$ 10.2
Clinton County, Kentucky	119	158	\$ 2.4	\$ 3.7	\$ 0.9	\$ 9.6	\$ 14.2
Cumberland County, Kentucky	117	139	\$ 2.8	\$ 3.8	\$ 1.1	\$ 11.0	\$ 14.6
Green County, Kentucky	27	44	\$ 0.5	\$ 0.9	\$ 0.4	\$ 3.5	\$ 6.1
McCreary County, Kentucky	114	149	\$ 1.9	\$ 3.1	\$ 1.2	\$ 11.5	\$ 15.7
Pulaski County, Kentucky	873	1,158	\$ 20.7	\$ 31.5	\$ 11.0	\$ 108.6	\$ 150.9
Russell County, Kentucky	257	345	\$ 5.5	\$ 8.7	\$ 3.4	\$ 36.6	\$ 48.5
Taylor County, Kentucky	228	327	\$ 5.2	\$ 8.4	\$ 3.0	\$ 26.5	\$ 41.5
Wayne County, Kentucky	148	215	\$ 3.8	\$ 6.2	\$ 1.8	\$ 21.6	\$ 29.3
TOTALS-Southern Kentucky Vacations Region	2,027	2,748	\$ 46.2	\$ 71.6	\$ 24.4	\$ 245.3	\$ 348.0

2023 Kentucky Regional Economic Impact

Western Waterlands Region

Ballard County, Kentucky	23	38	\$ 0.8	\$ 1.2	\$ 0.3	\$ 3.2	\$ 6.3
Caldwell County, Kentucky	91	137	\$ 1.7	\$ 3.1	\$ 1.2	\$ 10.9	\$ 17.0
Calloway County, Kentucky	527	666	\$ 11.7	\$ 16.4	\$ 6.1	\$ 57.8	\$ 82.3
Carlisle County, Kentucky	8	11	\$ 0.1	\$ 0.2	\$ 0.1	\$ 1.2	\$ 2.3
Christian County, Kentucky	1,235	1,804	\$ 27.2	\$ 46.7	\$ 16.0	\$ 135.6	\$ 239.1
Crittenden County, Kentucky	30	55	\$ 0.6	\$ 1.1	\$ 0.4	\$ 4.0	\$ 6.9
Fulton County, Kentucky	56	81	\$ 1.0	\$ 1.7	\$ 0.7	\$ 6.4	\$ 9.3
Graves County, Kentucky	269	382	\$ 4.9	\$ 8.5	\$ 3.2	\$ 27.4	\$ 46.8
Hickman County, Kentucky	17	28	\$ 0.7	\$ 1.1	\$ 0.2	\$ 1.7	\$ 3.3
Livingston County, Kentucky	101	144	\$ 3.8	\$ 6.0	\$ 1.9	\$ 19.3	\$ 25.0
Lyon County, Kentucky	234	264	\$ 7.4	\$ 9.0	\$ 2.8	\$ 30.6	\$ 36.5
Marshall County, Kentucky	618	733	\$ 15.8	\$ 20.1	\$ 6.2	\$ 62.4	\$ 86.4
McCracken County, Kentucky	1,880	2,463	\$ 48.6	\$ 71.3	\$ 25.9	\$ 232.8	\$ 319.1
Todd County, Kentucky	12	19	\$ 0.3	\$ 0.6	\$ 0.3	\$ 2.0	\$ 4.0
Trigg County, Kentucky	168	219	\$ 3.8	\$ 5.7	\$ 2.1	\$ 24.4	\$ 31.4
TOTALS-Western Waterlands Region	5,270	7,042	\$ 128.5	\$ 192.5	\$ 67.4	\$ 619.9	\$ 915.7

Kentucky, total	69,156	95,235	\$ 2,247.3	\$ 3,470.5	\$ 996.2	\$ 9,749.6	\$ 13,797.8
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